



17th Annual High School Entrepreneurs' Business Plan Competition

Sunday, May 16, 2021



250+
Students



35+
Teams



50+
Judges



500+
Mentor Hours

\$7,000
In Cash Start-Up Funds
Awarded to **11 Winning Teams!**

**Congratulations to the 2020
Zoom-Edition Competition Winners!**



Accepting the 2020 Overall Competition Award is St. John Bosco High School's Team PC Complex.

INNOVATE PARTICIPATE SUCCEED
WWW.PROJECTECHO.ORG

UCLAAnderson
School of Management



Ross Stores
Foundation
proudly supports

**Project
ECHO**

*Congratulations to the
Business Plan competitors on your
incredible accomplishments!*



Welcome to the 17th Annual High School Entrepreneurs' Business Plan Competition!

Project ECHO (Entrepreneurial Concepts Hands On!) provides an activity-based experience for high school students to learn about business and entrepreneurship by teaching them how to identify, create, launch, and pitch a business. More importantly, students learn how their unique qualities and academic strengths can translate into future college majors and career paths.

More than 200 high school teens started the 2020 program year, amid the pandemic, working remotely on Zoom with their teammates and have stayed committed to their entrepreneurial quest. Today, the competition will host about 35 teams from about 35 different high schools, and we're excited for their diverse and intuitive start-up presentations.

Project ECHO's Business Plan Competition simulates the real-world process of entrepreneurs soliciting start-up funds from investors. Our judges are business executives with varied industry experience, and are recruited from local and overseas start-ups to Fortune 500 corporations. They'll serve on panels that will evaluate the formal team presentations and will act as venture capital investors deciding on which business they would most likely fund. The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the oral presentation are the criteria that determine each judge's decision.

Remember, in every competition, not everyone can win, but as every successful entrepreneur knows, failure is an inevitable part of the road to success. This competition aims to not only crown the winners, but to also help build a generation of successful business and community leaders who are willing to take risks. Today, we congratulate every team that made it this far, and wish them the best of luck as they step into Project ECHO's shark tank.

For more information, to volunteer, to register for the 2021-2022 school year, and to make a donation, please visit us online at www.projectecho.org

We're social. Stay connected with Project ECHO throughout the competition and the year!

Help us Launch ECHO!



Find us, like us & share @launchecho

Post your photos & comments

ProjectECHO.ORG Learn, Volunteer, Enroll, Donate



High School Entrepreneurs' Business Plan Competition

May 16, 2021

EVENT SCHEDULE

8:00 Judges' Check-In to their Zooms (Multiple Zoom Rooms)

8:30 Event opening remarks: (General Event Meeting Room)
Teacher of the Year Presentation

9:00 Team presentations: various Zoom Rooms
Guests can visit the five Zooms, but please enter with microphone and video off.

Social Enterprise (9 teams): 1 Room
Services (12 teams): 2 Rooms
Products (14 teams): 2 Rooms

12:10 Keynote Presentation, Aubrey Gibson CEO & Founder, MyVoluntier.com
General Event Meeting Room

12:55 Zoom Group photo of all of the students on Zoom!
Turn on your video and smile for the screen shots!

1:00 Finals Presentations: Main Zoom Room
Schedule will also be posted on Project ECHO's website: projectecho.org/competitions

3:30 Award Ceremony

3:45 Closing Remarks

Mission Statement

Project ECHO empowers students with entrepreneurial and leadership skills so that they can thrive in college, their careers and in their community as change-makers.

Innovate ♦ Participate ♦ Succeed

Project Echo Board of Directors



Julie Broady
Vice Chair & Board Treasurer
National Securities Corporation



Scott Fennel
Board Member
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Lee Fox
Chair of the Board of Directors
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Dustin Gale
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Board Member
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Jeff Weigel
Secretary
METAL International

Project ECHO Team

Small but mighty, the Project ECHO team works seamlessly to ensure the organization continues to thrive, and this year has offered more programs to more students than ever before. Project ECHO is grateful to have such a dedicated team!



Diane Quast
Executive Director
Dquast@projectecho.org



Matilda Albano
Program Director
Malbano@projectecho.org



Lily Jones
Senior Curriculum



Barry Snyder
Chief Philanthropy Officer



Kat Marx
Volunteer Coordinator Intern



Sara Mantich
Social Media & Marketing Intern

Volunteer Room Managers

We'd like to give special thanks to our special volunteer room managers who've signed up to oversee the competition's Zoom rooms. Thank you!



DEVAN SOOD



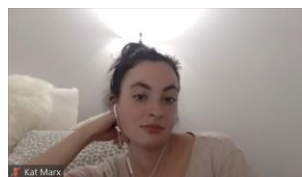
HENRY GALLEGOS



AKIRA NAKANO



ESTHER KIM



KAT MARX

2021 Keynote Presentation



Aubrey Gibson
CEO & Founder
MyVoluntier.com

Project ECHO is proud to welcome Aubrey Gibson, Founder and CEO of MyVoluntier, as the 2021 Project ECHO High School Entrepreneurs' Business Plan Competition.

MyVoluntier is a digital platform that manages community service and civic engagement for schools, nonprofits, administrators and students for free. It was created to provide state-of-the-art reporting and tracking tools supported by multiple assets that allow individuals, groups, and organizations to measure the impact of their service across their communities.

More than 100,000 volunteers are currently registered on MyVoluntier, who provide millions of volunteer service hours to hundreds of schools and nonprofits nationally.

Aubrey will be sharing his entrepreneurial journey with Project ECHO, how the idea for MyVoluntier arose, how he leveraged his education and work experience to develop the idea, how a strategy was implemented, and the team it took to launch the business.

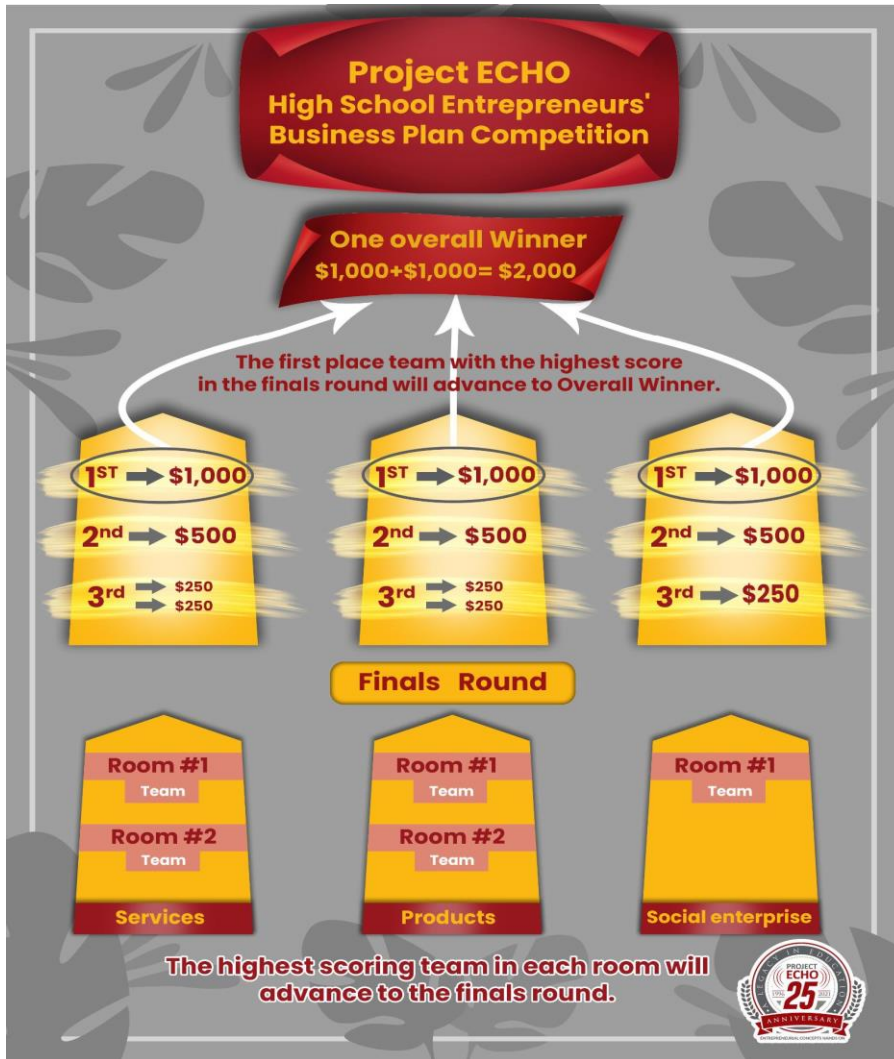
Aubrey Gibson is a practicing corporate and private equity attorney focused on counseling companies and private equity firms on private investment funds, domestic and international transactions and corporate matters. He received a Juris Doctor (magna cum laude) from the University of Miami School of Law and a Bachelors of Science from the Darla Moore School of Business at the University of South Carolina. In addition, he is a member of the Emerging 100 of Atlanta and the Black Alumni Council of the University of South Carolina Alumni Association.

Aubrey lives in Atlanta with his wife and three children.

MyVoluntier

Overview of the Competition

Project ECHO utilizes a competitive evaluation process to score each team, giving each team an opportunity to be successful. Prior to today's competition, written business plans were evaluated and scored by the judges. Today, teams will be evaluated on their ability to create and present a clear and actionable business plan. Scores for the written business plan and for today's presentation are weighted equally at 50% of the total score.



The Finals

The Finals Event is solely intended for a consistent panel of judges to evaluate the top teams in the competition and award the Overall Winner. One Lead Judge from each Zoom Room will serve on the Finals Judges' Panel.

The Overall Winner will win the first place prize of \$1,000 in their category, in addition to the Overall Winner cash prize of \$1,000 for a total award of \$2,000!

Each category of competition will award first, second and third place prizes.

The following awards will also be presented:

Emily Chan Inspiration Award: A special award named after a beloved Project ECHO former executive director and given to a team that has overcome the most obstacles to attend and present at this competition.

Social Entrepreneurship Award: Awarded to a team that attempts to draw upon business techniques to find a solution to social problems taking into account a positive return to society and typically attempt to further broad social, cultural, and environmental goals, often associated with starting a charity.

Products



3S3D

Joshua Lewis, Erik Diaz, Diego de la Cerda

3S3D is a 3D printing company which specializes in PPE and Custom Prints. Bringing the versatility of a 3D printer to the public.



Charge Card

Joe Theisen, Brenin Melton

Oftentimes, many people go camping or go outdoors, and are limited due to the battery of their phone. Most portable chargers are not solar powered, and the one on the market that is, is too bulky. We want to fix this problem with the Charge Card. The Charge Card is a renewable portable charger that is powered by the sun. The Charge Card fixes this problem because it allows for someone to charge their phone no matter where they are.



Fire Flakes

Ethan Liu, Adam Wang, Colin Weng, Kanita Two, Verena Wong

Fire Flakes is a streamlined, fast responding, self-powered system of fire sensors that can be spread out across loosely populated, fire-prone areas. Each flake will be fully equipped with detection, transmission and solar power maintenance capabilities, and will be attached to trees and buildings, serving as the sources of on-site data monitoring. Once a fire is detected, alerts will be sent up to hubs, then uploaded online and directly to the local fire departments for actions to be taken.



L Desserts

Leslie Martinez, Lauren Moore, Gloria Enilolobo, Yolanda Becker, Louie Campo

L Dessert, located in Inglewood and Compton, is a new upscale bakery that focuses on resolving stress, time, creativity, and providing a dessert that can accommodate everyone's dietary requirements.



MIRAI

Jack Earley, Liam Malone, Matt Ingram, Omar Sanchez

Hi-Tech multipurpose mirror with many different features that can provide purpose for many different uses from fitness to personal care and even as a form of media.



MyEcoWare

Kevin Jiang, Katie Chen, LeAnn Lee, Leon Zhang, Marina Zhao, Allison Qu

MyEcoWare is a reusable and sustainable container that aims to reform the fast food industry and recognizes the importance of reducing waste on our strained environment. Our product will provide an eco-friendly way for people to order their favorite foods without all the packaging waste. Our mission is to improve the health of our environment by reducing waste, promote sustainable food packaging, and provide both the restaurant and consumer with an efficient and environmentally-safe way to cater and order their food.



On the Go Fashions

Susana Moreno, Caroline Silva, Jocelyn Balderas, Jesus Guitierrez, Wendy Velasquez, Esmeralda Rodriquez, Anthony Navarro

For many years clothing has become disposable and a waste problem in the fashion industry. Our business will help with this problem. We will reuse recycled and donated clothing to help create new and improved clothes. Not only that, we will provide a reasonable price for it. With this help we are able to customize customers' choice of design, style, color, and everything using these clothes. Company will assist customers in developing their personal designer wares.



Organic Care

Daisha Bolden, Erin Johnson, Wut Tun, Jessica Kennedy, Sarah Harrison

"The Organic Care's" purpose is to give our customers the best experience in a Skin care shop that they haven't experienced before and show how comfortable and worthwhile it is to come into a skincare shop.



Ping Heng

Kaijie Jia, Ethan Wu, Josh Chen

平衡 (Ping Heng) is the Chinese word for balance. This is what our company is all about. We bring a fresh take on healthy, affordable togo dining. We want to provide people with nutritionally balanced meals that will also help balance their budgets.



Pure Aluminum

Grant Ianelli, Zaire Jones, Nathan Herrera, Diego Hernandez, Malkiki Turner

My organization is a custom badge website specifically made for car fans. Our objective is to get more people in the car scene to flex and proudly show off custom badges. So we offer affordable and easy ways to do just that so people can be satisfied.



The Midnight Streetlight

Jeremiah Davis, Andrew Cruz, Noe Bustamante

A device on streetlight panels on the road to enhance the range of light needed to aid drivers at night in order to prevent accidents.



TrainingVR

Austin Siddiqi, Peyton Woodyard, Dylan Arroyo, Natan Calderon, Marley Barrow' Bell, Chauncey Sylvester

TrainingVR is a virtual reality company that implements virtual and augmented reality into a pair of training glasses that athletes can wear. For example, if a basketball player is unable to go to the gym because his teammates are sick or maybe his practice is cancelled and he wants to work on his dribbling against a defender then he could use our glasses to help him train. He would choose one of the softwares implemented into the glasses by an app on his phone. As he has the glasses on, there will be a virtual defender on him testing his reaction skills.



Venture

Kenneth Song, Catherine Pei, Rachel Chen, Zoe Chen

A Dungeons & Dragons style educational adventure game to be played in the classroom with teachers and students, answering questions in order to progress.

Services



AeroTronix

Christian Avila, Andrew Fierro, Mason Price, Caleb Gutenkauf

AeroTronix is a service where people can submit applications on our website with the information of what electronics they need fixed and then they will send it in to be fixed and returned. They also have the option of selling it to us and/or buying a new one from us at a lower cost than they would get for a new one from another company.



Breakthrough Electronics

Jayden Mei, William Yao, Brian Chiu, Sun Ma, Steven Shi

We are a team of knowledgeable people about constructing electronic buildings and fixing them. In Breakthrough Electronics, we strive to aid and help our customers' needs on their PCs, keyboards, and other electronics. Whether it may be some additional modifications to achieve higher performance, fixing specific problems like misplacement of individual parts, or some helpful tips and bits of advice regarding their electronics.



EKrown Art

Ella Wang, Keren Brown, Gerald Zhou, James Wu, Leo Lai, Allison Wang, Isabel Wang

EKrown Art was established in Los Angeles by a group of student art lovers with the hopes of breaking the barriers of art education. Our mission is to help the younger generation discover and explore art and creativity to their full capacity and to help them grow their skills. We have created a free platform for students who do not have the opportunity to receive an early education in the arts either because their school does not offer art classes or because of financial constraints.



Fresh & Simple

Ethan Beck, Christopher Chavez, Aaron Sanchez,

Fresh & Simple is a subscription based grocery delivery service based out of the L.A. area. Our goal is to save our clients valuable time and the hassle by buying and delivering their groceries straight to their doors.



Gen Z Concepts

Nicolas Sifuentes, Olivia Smith, Mickee Aguirre, Aaron Mangan, Natasha Le

Gen Z Concepts is a marketing and advertising firm to provide affordable marketing service to on-campus clubs, athletics, visual and performing arts, as well as campus-wide events. Gen Z Concepts was created in order to engage students who were not physically on campus by crafting marketing materials for clubs and organizations on campus. It was created for students, by students who wanted a more engaged student body.



MasterLife

Arielle Ambrose, Benjamin Shahramzad, Mira Dixon, Amara Vergara, Jarrod Feld, Jenny (Sophia) Cortez, Samantha Weinberg

MasterLife makes adulting easy. Most young adults lack the basic life skills to succeed in the world. High school teaches students about the War of 1812, slope formulas, and how a cell functions, but it doesn't teach them how to do their taxes, get health insurance, rent an apartment, or even how to do their laundry. Our easy-to-use website will provide step-by-step instructions, videos, and access to live tutoring sessions which will empower young adults by providing them the life skills they need in a manner and on a timeframe that works best for them.



NueShare

Sean Kelman, Anton Vu, Daniel Wu, Matt Cheng

NueShare is a marketing company that uses a revenue sharing model to serve local restaurants and school affiliated nonprofit organizations, such as booster clubs, PTAs, etc. NueShare's technology platform will not only streamline the nonprofits' fundraising activities but also increase the sales and customer base of the restaurants that will give back to the nonprofits. NueShare's mission is to improve communities by supporting nonprofits while making restaurants thrive and grow.



PantryGo
George Zhou, Marlana Meltzer

PantryGo is a data driven, easy to use, smart delivery app that responds to general food insecurity as well as the healthcare and economic crisis created by the novel coronavirus. Simultaneously feeding those in need, PantryGo also reduces the food waste in food pantries and grocery stores by providing estimated demand, food shelf time, food availability, resources allocation and other Artificial Intelligent information through the app.



Party Box
Amelia Lu, Troy Nevil, Laxmi Upadhyaya, Kaeli Khindri

Party Box is a unique party-planning retail business. Our main goal is to help customers throw parties for their children by providing pre-packaged, themed bundles of supplies and activities. We hope to grow our business as much as possible over the next few years in order to provide as many convenient celebrations as possible to families in the United States.



Pro-Guard
Devin Anderson, Kamaren Jones, King Walker, Bryan Riley, Davion Sanders, Nevaeh Perry,

Pro-Guard was founded and located in Los Angeles, CA to provide a way for athletes to stay financially stable during and after their careers. This includes us visiting them.



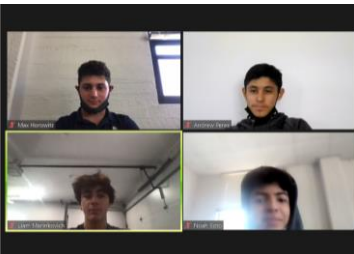
Smart Investments
Joshua Barrios, Ian Weiss, Daryl Holt, Jayden Zarate, Will Mckissick

Our business is about teaching those that want to do better and investing in stocks. We also help people save their extra loose change that they have by helping them make saving accounts towards their kids even for themselves. This will save our clients hundreds of dollars throughout the year.



ValenLife
William Hu, Bruce Ouyang, Mary Shang, Charles Zhu

ValenLife is a search-intent-based website/app focused on connecting people with personal trainers and alternative medicine practitioners.



YooTutor
Noah Soto, Andrew Perez, Max Horowitz, Vince Mahar, Liam Marinkovich

YooTutor is an online-based tutoring service located in Bellflower, California that is based on helping students who struggle in school, no matter the age or subject. We have great customer service and only allow the best-of-the-best of tutors to help students in need on our app, and this is evident when those being tutored have an immense raise in their grade. The unique thing about our business is that the tutors are all people who have taken these specific classes, so they will be able to provide the best possible service when helping students in need.

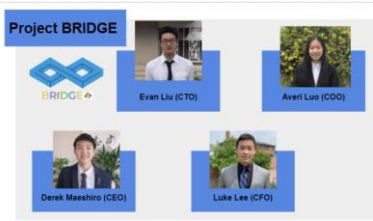
Social Enterprise



Ataland

Ethan Foong, Kevin Rao, Jessica Wong, Lily Wang, Michelle Chen

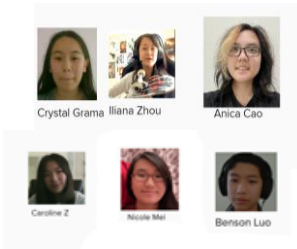
We are Ataland, a social running app that digitizes group running through matching, tracking, and simulating as we stand firmly by our motto that “running isn’t a solo sport.” Thus, we strive to not only make running enjoyable for the individual but expedite the arduous task of finding compatible training partners for the running community.



Bridge

Derek Maeshiro, Evan Liu, Averi Luo, Luke Lee

Bridge is a non-profit organization dedicated to providing viable and accessible resources to the autistic youth through online service. Through the usage of physical and virtual events, Bridge will better the social and communication skills of those with autism forever. Thus, by utilizing the ethos of pathologists who have dedicated their lives to understanding autism and training and attracting hundreds of volunteers to support and nourish the autistic youth, Bridge will make a surmounting impact on the lives of many around the world.



Earth-Ice

Anica Cao, Caroline Zhang, Nicole Mei, Benson Luo, Iliana Zhou, Crystal Grama

Artificial reflective mulch that helps maintain soil moisture and temperature and alleviates global warming.



HelpingHand

William Wang, Jaydon Chan, Sunny Chen

HelpingHand is an app platform that aims to connect people experiencing homelessness with shelters and simplify the arduous homeless-to-shelter process. The main aspect of the app is to provide details for identification: the date, location, number of people, physical descriptions, and any additional information about the situation or individual(s). We will then send a social worker to help the person experiencing homelessness.



IDEALGAE

Melody Wu

IDEALGAE is a developer, marketer, and direct-seller of the MODEL-i, an advanced algae production system, designed for consumer use and priced to appeal to the gardening, cooking, small indoor appliance, healthy eating, and home and office decor markets. The profit earned will not only be used for further research and development, but also to support and invest in the IDEALGAE ambassador excursions to teach people in countries of great malnutrition rates how to grow their own spirulina to relieve their malnutrition burden.



Pathfinder

Ziang Mao, Kevin Hong, Cindy Zhu, Yile Chen, Tianjiao Dong

Pathfinder is a two-sided Social Enterprise platform that utilizes resources from intangible cultural heritage inheritors and transforms them into innovative crafts and cultural services that fulfill market needs. We believe that all craftsmen whose handcrafts are connected to cultural heritage deserve to get more income and opportunities to express their culture.



ShiftLocal

Priya Agrawal

ShiftLocal is a B2B marketplace mobile app designed to allow local small businesses to post low/middle-skill shift job opportunities and hire for the short-term. Because most small businesses often have extremely variable consumer demand, giving small businesses an easy way to hire whenever they need help allows them to save capital while also helping them to survive tough times. Simultaneously, our app provides flexible, local shift opportunities to those in that community, giving anybody a chance to use their skills to put a little more money in their pocket and bring “discouraged workers” back into our economy.



SoCharge

Robert Castillo, Matthew Olague, Frankie Edwards, King Large, Anthony Chavez, Rogelio Baca

SoCharge is a phone charger that acts as a case, which can use solar energy to charge a phone. We want to reduce energy usage by five percent and to allow third world countries to have electricity throughout the night, once our company is in our second year. The solar-paneled phone case can give anyone a quick and efficient charge whenever someone needs it.



The Fosty App

Nathalie Abrego-Reyes

Fosty is a mobile app that facilitates better communication between foster volunteers and animal rescues. Our goal is to increase the chance of placing foster pets in a permanent home by capturing and sharing behavioral, medical, and temperament information.

Competition Judges

Project ECHO is extremely grateful to all of our community volunteers who have stepped up to serve as judges. More than 50 judges volunteered in advance of the competition to review and evaluate written business plans, and 25 of them are serving as competition judges and will evaluate presentations.

Special thanks to our **VIP Judges** who've supported ECHO with a personal donation. As a nonprofit organization, ECHO raises 100% of its operating budget to offer its year-long program that culminates with a spectacular Business Plan Competition.

The time and talents of each ECHO volunteer truly make this Business Plan Competition the stellar event it has become. Thank you for helping make today awesome for each one of our young entrepreneurs!

Presentation Judges



Andre Archimbaud has been around the startup space in NYC for over a decade. While he's not done any formal M&A deals, he's seen how they can work & how startups can be impacted by bad deals.



Jeff Baietto is the COO and Co-Founder of InJoy Global, Host of the InJoy Success Podcast, and Co-Creator of the revolutionary self-care app - InJoy Daily: The Self-Care Game. What started decades ago with a childhood passion in discovering the most successful ways to live was materialized almost a decade ago when Jeff co-founded InJoy Global - a company aligned with his personal mission to help as many people as possible live the life of their dreams. As COO he brings a unique combination of skills to the corporate culture-shaping and personal development arena.



James Behmke is an expert in innovation. With 20 years of experience as a patent attorney, after establishing and leading Intellectual Property departments for national law firms, James left the traditional model to establish Behmke Innovation Group LLC, a successful national IP boutique, to better service his clients with his time-tested team of attorneys and staff. James is also the Founder and CEO of Behmke Ventures LLC, where he spends his efforts pursuing entrepreneurial endeavors. In addition to years of hands-on experience, James's formal education includes an engineering degree, a juris doctorate, and an executive MBA from top tier schools.



Julie Broady serves as a Regional Vice President at South Coast Wealth Management. She is a dedicated wealth management executive with more than 20 years experience specializing in customized client service for retirement. Prior to becoming a wealth manager, Julie was a senior accountant at Price Waterhouse Coopers. Julie earned a BS in Economics with an emphasis in accounting from the University of California at Santa Barbara. Julie is very active in Toastmasters International where she most recently served as District Director for Western LA County. She serves on the Board of Directors for the Freedom Writers Foundation as well. She has been an active volunteer with ECHO and joined the board in 2019. Julie is a Lead Judge!



Laurel Cameron. Following 33 years in the CPG Industry, culminating as SVP Sales Bumble Bee Seafoods, Laurel redirected into Non-Profits to utilize her business skills helping others. Serving on the board of the Princeton YWCA and all-volunteer Lincroft Fire Company for 10 years she was afforded tremendous opportunities; empowering women, girls and families, fighting racism and assisting my community's first responder efforts. Advocating on Capitol Hill, representing the YWCA at the UN's Commission on the Status of Women, creating a NEXT GEN Board of young women leaders learning non-profit management, managing a juried Craft Fair fundraiser, and serving in governance, management and fundraising positions, were just some of the ways she was able to help these organizations thrive. It's been rewarding following her passion for causes she supports, applying her business skills, adding value to her local community and engaging with the incredible people around her. Currently, she supports the Redondo Beach Rotary Club as a Foundation Board Member. Laurel is a VIP Judge!



W. Scott Cameron. With over 30+ years in the consumer packaged goods industry, he has traversed roles in direct sales, sales management, broker management, channel management. He has managed sales +\$1B in major CPG providers across the US marketplace.



Christine Crandell. *With more than 25 years of marketing and leadership experience, Christine Crandell, President at New Business Strategies, is a recognized thought leader, expert, practitioner, speaker and author on B2B customer experience.*

As President of New Business Strategies, a B2B customer strategy consultancy, she has helped B2B clients such as Good Technology, Oracle, Nokia, Demandbase, Lithium and CSIRO US create over \$2.7B in value.

Her approach to marketing and strategy has led to multiple industry recognition and awards. Christine is a frequent speaker and writer that has been published in BusinessWeek, Investor Business Daily and CMO.com and spoken at over thirty conferences covering topics including B2B customer experience, marketing ROI, sales and marketing alignment and business strategy. Christine has written for Forbes, CMSWire, Salesforce.com blog, DemandMetric, and HuffingtonPost.

Her career included serving as Senior Vice President of Global Marketing at Accept Corporation and as Executive Vice President of Marketing, Business Development and Alliances at Egenera. While at Egenera, Christine was responsible for the successful transition of the company from a hardware to a pure-play software company. Prior to that, she served as chief marketing officer at Ariba where she led the successful transition from an on-premise to a SaaS software business model. Christine has also held management positions with SAP, Oracle and PriceWaterhouse. She holds a Masters in Business Administration from Florida Atlantic University. She is active on Twitter @chriscrandell. Christine is a VIP Judge!



Darlene Fukuji is the associate director of LMU's Fred Kiesner Center for Entrepreneurship and immediate past president of the Westchester Rotary Club. Prior to LMU, she was an engagement manager at Growthink, a consulting and investment banking firm for entrepreneurs, where she helped over 250 companies start, grow or exit. She has a passion for startups, education, socially responsible businesses and problem-solving to make the world a better place. Darlene obtained her bachelor's degree & MBA in entrepreneurship from LMU. Darlene is a Lead Judge!



Yona Han is the founder of YH Educational, which focuses on improving outcomes and opportunities for children, families, and communities. They provide consulting services to individual families, public and private institutions, and other entities. With more than 10 years of education management experience, Yona has held senior positions at both public and private secondary institutions and is currently a member of National Association for College Admission Counseling and Western Association for College Admission Counseling; she also receives annual training from the College Board. Each year Yona travels the United States to attend various seminars dedicated to her field and works with her peers to develop new and innovative strategies to help her clients succeed in their educational endeavors. Yona's educational background includes a Certificate of College Counseling from UCLA and a M.A. in Early Childhood Education from Pacific Oaks College in Pasadena. She also possesses 3 bachelors degrees from Kyung Hee University, South Korea, in Education related majors. Yona enjoys visiting college campuses and interacting with the faculty staff and student body. As a result, Yona is able to keep her finger on the pulse of the ever evolving educational landscape. Yona is a VIP Judge!



Dawn Hemmings is a Senior Environmental Health & Safety professional, with over 24 years' experience in Automotive, Manufacturing, Mining, Petrochemical, Plastics and Food & Drink industries working with World Class Companies. She is a Fellow member of the Institute of Occupational Health and Safety IOSH and is qualified in NEBOSH Certificate and Diploma, MSc In Environmental, Health and Safety Management and MBA and well as many other EHS qualifications. She also has a vast amount of experience in developing, designing and delivering training programmes such as Risk Management, Managing Safely, Behavioural safety, Statutory compliance and management systems.



Tina Hernandez joined Farmers Group, Inc. in 2007. She currently leads the team providing legal advice on all matters related to exclusive agents and distribution. Before coming to Farmers Group, Inc., she was a litigation partner at Kirkland & Ellis, LLP, where she handled a wide variety of business litigation matters. Tina is a Lead Judge!



Dwight Holcomb is the author of Amazon Bestseller "The Lean CMO", a Member of the Forbes Business Council and the host of "SaaS CEO Success TV" airing on the C-Suite TV. The network has global distribution in 59 million households and more than 90 million views per month. Dwight is the CEO of HC Development, using an AI Driven Sales Process to help CEOs of Software companies with Marketing Strategy and Execution. "Most Software CEOs struggle to create a profitable marketing mix, so HCD created an AI Intent Based Marketing Intelligence System to attract and connect you with people who already need your service, resulting in more sales with better fit clients." Dwight is a VIP Judge!



Jacob Hyten is an entrepreneur with experience starting, growing and managing small businesses. His previous company was one of the fastest-growing companies in the USA making the INC 500 list before being acquired by a private equity company. His current company focuses on nutritional manufacturing services. \



Sophie Lefebvre is a customer-focused product management leader with experience developing consumer goods and consumer tech products across industries and geographies for DTC, B2C, and B2B startups, high-growth, and Fortune 500 companies. Originally from France, Sophie earned her BSBA and MBA from Old Dominion University in Norfolk, VA. Sophie is based in San Francisco and is currently consulting in product management and strategy.



Mitchell Levy is a Global Credibility Expert and human whose purpose in life is to serve those who want to be seen as credible and tip the scale between those that are dubious and those that are credible. Mitchell has been a Silicon-Valley based Thought Leadership Evangelist for 25 years, has been chairman of the board of a NASDAQ-listed company, and is a TEDx/Commencement speaker. He is also an International bestselling author of over 60 books and has created twenty businesses in Silicon Valley including four publishing companies that have published over 750 books.



Susan Lucas-Conwell. Global business executive recognized for a successful track record driving innovation and accelerating revenue growth. Currently focused on strategic innovation initiatives for Growth Resources, a behavioral analytics/coaching platform for companies looking to transform team performance. As EVP for CSIRO US, she opened the Silicon Valley innovation center. Broad experience as a CEO, founder, Board Director and advisor across diverse industries as well as in corporate venture/open innovation with Global 1000 companies.



Lin O'Neill is the Founder of ALM-CT and CEO of O'Neill Enterprises. She also founded Relevant UTM, 8-hour MBATM, Rive USTM, Sakred CowTM, Entrepreneurs Connection and, this year, is hosting two new podcasts: The Irreverent Podcast and CEO Bookshelf. Known for being a thought leader, consultant, speaker and business coach who inspires and assists with radical transformation, her experience spans multiple industries and includes expertise in Operations, Consulting and HR.



B.L. Ochman often serves as a fractional CMO. She is a uniquely experienced and multi-faceted marketing professional skilled in development of high-yield, innovative programs that drive visibility and sales. She teaches agencies and brands how to optimize, promote and monetize YouTube channels to boost visibility, subscribers and website traffic. This service can be particularly helpful for PR, marketing and advertising agencies' clients. She has produced and co-hosted nearly 450 podcasts and live-streamed events, and can help you with the strategy, producing, writing and promoting of your podcasts.



Andrew Peden is the CEO of L5L Solutions, where he is responsible for the organization's overall strategic growth, partnerships, and innovation roadmap. Andrew translates Cybersecurity complexity into simple, highly effective, Actionable strategies and solutions for your business. Andrew has greater than two decades of Corporate, Healthcare, and Risk Management Leadership Experience. Andrew has personally worked on, planned, and led high profile engagements for some of the World's most affluent and influential organizations and individuals, including running site security for the 2014 New York City Marathon, and the largest IPO in history.



Sridhar Ramanathan has over twenty five years of experience in technology companies from startups to blue chip firms. As the lead marketing executive for Hewlett-Packard's Managed Services business, he was responsible for global marketing and services portfolio management for the \$1.1B unit. He also held profit & loss responsibility for electronic messaging outsourcing and e-service business units. Sridhar co-founded Aventi Group because he saw a big need for proven expertise in B2B product marketing and more rigorous go-to-market planning. He sees Aventi's greatest value to clients is helping tech marketers boost their business impact.



Holly Richardson is a retail professional with over 20 years experience in buying, merchandising, and managing a variety of product categories including home, dresses, and juniors, missy, and special size sportswear. She has a track record of growing businesses by being able to identify and maximize trends while delivering sales and gross margin results. She has a strong analytical skill set and is proficient with managing both the pre-season and in-season financial components of the business. She also has a passion for assortment building, product development, and building strong, collaborative vendor relationships.



Per Sjöfors. Pricing has always been an interest area for Per. As a serial entrepreneur, running companies in Europe and the US, he does pricing experiences. Some of these worked spectacularly well, some did not work at all. As a result, Per founded Atenga out of his frustration that what business schools teach about pricing is too abstract, too academic for a business executive to act on. Likewise with books about pricing. Consequently, he set out to make pricing practical and actionable. Pricing for business people. Since then, he has been at the forefront as thought leader in everything pricing and he is a sought-after speaker for a variety of conferences and business circuits. Per appears regularly on podcasts and business radio shows and gets quoted regularly in the financial press, including Forbes, Fortune Magazine, Inc., Industry Week, Business Insider and the Financial Times. Prior to Atenga, Per had more than 25 years of executive management experience where he gained an appreciation for the importance of optimal pricing. More can be found about Per at www.persjofors.com and about the company at www.sjofors.com. Per is a Lead Judge!



Mark Sullivan began his career as a designer of games and toys, then led marketing departments and divisions at Mattel. Mark has taken small toy companies Spinmaster and Moose Toys and shepherded their growth – with the companies becoming among the largest in the world and the company owners among the world’s billionaires. He has worked on large established brands, like Hot Wheels, Matchbox and Uno, and launched new brands like Shopkins, Bakugan, and Paw Patrol. Mark now does occasional design and consulting and is focused on bringing joy and happiness to family and friends.



Monique Sullivan is retired from a varied career - from managing consumer affairs office in Philadelphia's Post Office to being a director of marketing in the number 1 toy company - Mattel and ending her career with managing City teams and empowering participants of the Wisdom Unlimited Course in various locations in North America.



Jeff Weigel. Jeff’s 46-year career in the electronics and technology markets has included the following: six years with Westinghouse as an engineer in their aerospace business; 28 years in the semiconductor industry with Motorola, National Semiconductor, and Vitesse Semiconductor; and twelve years as the Co-Founder of the Road Warrior Group, a consultant group focused on working with European start-ups in North American markets. Jeff made the first sale at Vitesse, and left the year they made the S&P 500. His roles included Managing Director of Europe and Vice President of Strategic Customers Worldwide. Jeff is currently the President of the Rotary Club of Redondo Beach Community Foundation. His activities in Rotary include a program to control rampant scabies on a remote Fijian Island, and village water apprenticeship training now being adopted across Fiji. Jeff is also a proud member of the Project ECHO Board of Directors. Jeff is a Lead Judge!

Business Plan Readers

(Every business plan is read and evaluated by at least three judges, who also provide written feedback to the teams after the competition.)



Aria Aaron is a recent graduate of the full-time MBA program at the University of Southern California. She came to USC from Atlanta, GA where she worked in consumer products brand management by way of her hometown Nashville, TN. She recently started working at Mattel as an associate marketing manager.



George Abe is adjunct assistant professor of entrepreneurship at the UCLA Anderson School of Management.



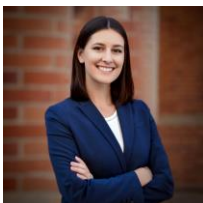
Hassan Ahmed is an MBA candidate at UCLA Anderson. He participated in the Business Creation Option program while at Anderson and his team was selected as a finalist for the Entrepreneurship Excellence Award. Upon graduation this summer, he will be joining Amazon as a Pathways Operations Manager.



Jorge Arenas Rivera graduated from Cal Poly Pomona in Business Administration - Management and Human Resources. He was selected to take part in Kaiser Permanente's Administrative Internship program and has since transitioned to a Project Analyst role. He provides analytical and administrative support to the KP Eye Monitoring Center, helping to expand innovative ambulatory care strategies.



Mike Catania is a tech entrepreneur and the CEO/co-founder of Locaris, a referral management company. Prior to Locaris, he founded several ecommerce companies, exiting two by acquisition. He serves as a Go-To-Market advisor for startups and is an Innovation Fellow for the VA.



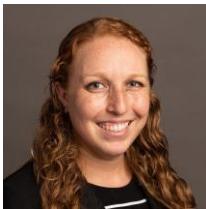
Jodi Christensen is a first year MBA student at UCLA Anderson pursuing a career in brand management. Prior to Anderson, she held marketing roles at a large public university where her work connected professionals to MBA-level business education and contributed to the most successful year of fundraising ever for health sciences. She has also consulted for a travel/tourism startup and hopes to be involved with other startups in the future.



Alice Cope is currently a Senior Business Insights Analyst with Alteryx where she works on strategic finance analysis to support go-to-market teams. She graduated from UCLA Anderson with her MBA focused on technology and strategy. Prior to that, she spent time in strategy consulting and private equity investing.



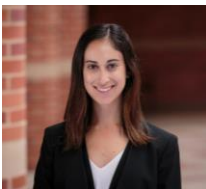
Brian DSouza is a technology leader with the proven ability to solve business problems. He loves the ability to innovate and influence disruption within organizations and has 13+ years of experience driving efficiencies in technology delivery. He is intrigued about the capability of human capital and the potential to grow people to be better than they imagined. I am passionate about coaching & building strong teams and mentor people to better career paths and opportunities. Currently pursuing his Executive MBA at UCLA Anderson.



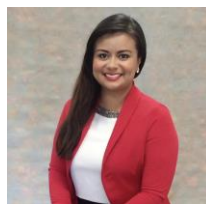
Lauren Farello has a background in social impact and has been supporting entrepreneurs in emerging markets for the past seven years. Currently, she manages special projects for Blue Haven Initiative's portfolios and builds partnerships within and beyond the organization. Lauren has an MBA from the University of Southern California and a BA in International Affairs from George Washington University.



Will Fay is an Investment banker with experience reading business plans. He is also a UCLA MBA and USC undergrad.



Zoe Fishman is a Senior Product Marketing Manager at Salesforce, where she focuses on developing product messaging, content and sales strategies for Service Cloud, Salesforce's customer service platform. Prior to Salesforce, she worked in the clean energy industry, focusing on PR, digital marketing and events for innovative clean technology companies. She received her MBA from UCLA Anderson in 2019 and her B.A. in History from UC Berkeley.



Jaqueline Franco. For over a decade, Jacqueline Franco Acosta has been instrumental in the development and launching of U.S. national food, beverage, and wellness brands into global markets. She is passionate about entrepreneurship and helping first-time business owners take their idea from concept to market. Jacqueline founded Everbloom Solutions, a boutique consulting company helping sustainable brands launch, grow, and stay profitable while guiding them through the complexities of international trade and product development.



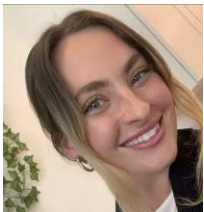
Somesh Ganesh. Dr. Ganesh received his master's degree (2003) from IIT, Delhi, India, and Ph.D. in Chemistry from University of Southern California (USC) in 2008. Dr. Ganesh spent 3 years as a post-doc working in the field of alternative energy. After his postdoctoral work, he joined H2scan, a Valencia based startup specializing in selective hydrogen detection. He currently holds the position of Sr. Director of Advanced Development and his role is focused on design and integration of sensor technologies for real-time energy management. He is currently enrolled in the FEMBA (fully employed MBA, 2023) program at UCLA specializing in strategy and technology management.



Anais Gharabegian is currently a first year Fully Employed MBA student at UCLA Anderson, specializing in Entrepreneurship. She has previously studied Physics and Mechanical Engineering, has worked in the Aerospace industry for several years, and regularly volunteers to promote STEM to K-12 and university students. Over the past year, she has been starting a Hydrogen energy storage company with Engineering graduate students at UCLA, and has entered their business plan into several startup competitions.



Tiffany Lo is an MBA Student at UCLA Anderson School of Management and will be pursuing a career at Deloitte Consulting. Previously to Anderson, she worked at Ernst & Young as a Finance Technology Consultant. Tiffany is also a proud USC Trojan alum and is excited to represent Los Angeles's top universities.



Kat Marx is a USC MBA student and CFA Level I candidate interested in pursuing a career in venture. She focuses her studies in finance and entrepreneurship, and is currently in the Entrepreneurship and Venture Management Association Incubator for kitsch Capital. Kitsch Capital is her financial services endeavor that invites generosity into the venture investing realm. She hopes for it to become a go-to resource for millennial and gen-z founders in LA, who want their success to pay direct dividends outside of themselves and their investors.



Alexander Novikov is the CEO/Owner of Edelweiss Premier Ballroom, #1 Top Dance School in California for the last 10 years. He is also a MBA Candidate at UCLA Anderson. He loves volunteering in his community. In 2019-2020, he served as a Planning Commissioner in Upland and was a Mayoral Candidate for Upland in 2020.



Reagan Ochsmann is a second-year student studying Business Entrepreneurship at Barrett, the Honors College and Arizona State University. She previously competed in Project ECHO three times, winning the Green Award in 2013 and 1st Place in Technology in 2017.



Katt Ortiz-Manalo Aubry brings a decade of multi-sector experience in fundraising, consulting, tech, federal government, and economic development. Most recently, she worked at Inclusive Action for the City, an organization that provides microloans to street vendors and entrepreneurs in LA where she is immersed in the work of community development financial institutions (CDFIs). Katt is passionate about economic justice and access to resources like capital and education to communities of color and immigrant communities.



Dolly Pratyusha is a strong consumer-facing leader at the forefront of product and technology. She delivered many products to millions of consumers at large scale to start-up companies. She's a team builder, problem solver with an empathetic and relationship-focused approach.



Patrick Rumsey is committed to service, both through volunteering in his community and his career as a Naval Officer. He is a firm believer that the bonds we form with our fellow men and women must be cherished and should drive our decision making. Sharing adventures and energy with family, friends, and strangers alike is his number one goal in life and motivates him in virtually everything he does.



Aidan Seawalt is a founder of a new electric mobility startup in Los Angeles deploying a commercial electric vehicle fleet for the gig-economy. He has worked in business development for several years in the tech industry, working with companies focusing on making electric vehicles affordable and accessible to all. Graduating this year from UCLA with his MBA, Aidan previously worked as an engineer and project manager for the Oil & Gas Industry.



Sanjana Sinha is currently a Business Development Manager at Renesan Software and is pursuing her MBA degree from UCLA Anderson, with specializations in Social Impact and Technology. In her free time, she enjoys yoga/meditation, traveling, and spending time with family and friends. She's passionate about personal and leadership development, mentorship, and environmental sustainability.



Sam Siu is an MBA candidate at USC aspiring to lead an organization that promotes education and hands-on learning through gardening. Previously, he was an SAT instructor with Kaplan Test Prep and finds great joy in sharing knowledge with diligent and motivated students striving to achieve their goals. Sam firmly believes that opportunities can be found regardless of circumstances.



Devan Sood started his entrepreneurial journey in high school before attending Babson College. Today Devan runs 96-LA where he helps early-stage consumer startups grow. Devan is a proud Project ECHO Board Member.



Kyle Stewart is the Financial Planning & Analysis Lead at Community-- a Santa Monica based startup that enables intimate, text-based communication between Leaders and their audience at scale. He attended the University of San Diego for undergraduate studies, holds a Masters in Education from the University of Missouri-St. Louis, and will be completing his MBA at UCLA Anderson in June 2021. Prior to joining Community, Kyle worked for Lionsgate Entertainment and KIPP DC Public Charter Schools, and he began his career as a middle school math teacher in St. Louis, MO and Washington D.C. through the Teach For America program.



Madeline Tennis is a first year full-time MBA student at UCLA Anderson with a specialization in Social Impact and Entrepreneurship. Prior to joining Anderson, Madeline spent the last five years working in healthcare communications with a range of clients from pharmaceuticals to non-profit organizations.



Eizen Wanderley is passionate about entrepreneurship, business models, and economic development. She earned her 4th degree in December 2020 as a Master in Social Entrepreneurship. With more than 10 years of professional experience in the UN, IBM, NGOs and the Brazilian Development Bank she is now Data and Grants Administrator at Chrysalis, a nonprofit organization changing lives through jobs. \



Chris Xu is the international business development director for Gaush Medical Group and currently a fully employed MBA candidate at UCLA Anderson. Chris has reviewed hundreds of MedTech companies' products and negotiated many successful cross-border deals. Chris enjoys scuba diving in the summer and snowboarding in the winter.

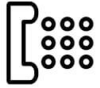


Kanupriya Yakhmi is a big fan of Ted Talks, an avid reader, a people's person (because every person, every moment has a story to tell). She loves to explore cultures, architecture, nature, food, and libraries. An extroverted introvert. Involved with many organizations on a volunteer basis. She is actively looking for entry-level or Associate Product Manager positions and volunteer work in the field.

Thanks also to the following volunteers who did not submit a bio or photo:

Steve Birch, Eric Dila, Laura Gonzalez, Mary Lu, Charles Reichel, Jim Stickler
Shayne Walton and Jon Wright

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Congratulations to everyone competing in the Project ECHO 2021 Business Plan Competition



Christine Crandell
President

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Congratulations to all of the teens competing in the 2019 Business Plan Competition!

JEFF WEIGEL
Project ECHO Board Member
Redondo Beach Rotary Foundation President

