

Lead Sponsor

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April 7, 2017

Dear WNY Student 2 Biz Challenge Judges,

Welcome to the 5th Annual WNY Student 2 Biz Challenge, a regional student entrepreneurship competition that showcases the best and brightest from our 21 WNY colleges and universities. In 2009, the WNY Consortium of Higher Education launched the WNY College Connection and along with it, over 53 new regional collaborations between Consortium members and with various sectors and entities in the WNY region. The WNY Student 2 Biz Challenge represents the Consortium's commitment to ensuring that we continue to prepare the best and brightest students for WNY employers and provide our students with rich and meaningful experiences that will take them to new heights in whatever direction they wish to pursue.

Today you will see a number of teams who each seek to launch a venture that they are passionate about, have worked many hours to develop, and that they are committed to realizing. Your role cannot be overstated. You are here to provide critical and at times difficult feedback in order to offer our student teams with the greatest opportunity for future success. Without your contributions, this competition will fail to achieve its intended goal of developing our students with the skills necessary for success in tomorrow's work place. Furthermore, with your feedback, we may be witnessing today the beginning of the next great fortune 500 or 100 company right here in Western New York!

On behalf of our Steering Committee, our Lead Sponsor the WNY Incubator Network, our supporting sponsors, the 32 competing teams, and the 21 college and university presidents of the WNY Consortium of Higher Education, I thank you for your commitment to our students and to our efforts to develop the foundation to WNY's entrepreneurial ecosystem. Please enjoy your experience today and best of luck in all of your future endeavors.

Sincerely yours,

A handwritten signature in blue ink that reads "Steven J. Harvey". The signature is written in a cursive style.

Steven J. Harvey, Ph.D.
Executive Director
WNY Consortium of Higher Education



Investor Pitch Scoring Rubric

Directions

Pitches will be pitched in alphabetical order by team name.

1. **Please print clearly.** Please complete the rubric by printing the name of the team and your name at the top of the form. We will be sharing the rubrics with the teams after we remove the judge's name.
2. At the end of the presentations, please thank the teams and excuse them from the room. Please discuss the team awards in the room where the competition was held.
3. The following awards will be provided to each track. Awards are not guaranteed. For example, if you only have one team ready for the NYS Competition, then only give out a first place award. For questions, ask Alex Pelc:
 - a. **Top 2 pitches** that will go on to Albany to compete in the statewide competition,
 - b. **Top pitch** to compete in the **Best Overall Pitch** per category in today's competition,
 - c. **Undergraduate Excellence Award** (Demonstrates significant potential. Can be one of the Top 2 winners. **Must be undergraduate only designated by a (U) in the team list on Page 5**)
 - d. **Esprit de Corps** (demonstrates loyalty, enthusiasm, and devotion to the team)
 - i. For the rooms with two tracks, you will select the above awards for each track. For **Cleantech**, They are a graduate team so they do not qualify for the Undergraduate Excellence Award)
4. Write down the award recipients for on the **Track Awards Sheet** (located at the end of this packet Page 8) and turn that in to Susan McNamara.
5. When you are finished with the scoring and selecting the winning presentations, please return all scoring sheets to Pam Lalley at the registration desk.
6. Please see the Agenda to see where you will be having lunch with the participants and if you have any questions, please call either Alex Pelc or Pam Lalley.

Name

- Alex Pelc
- Pam Lalley

Cell

- 716-440-2041
- 716-523-3605

Thank you!



Judge's Room Assignments (Judge's Room: Paczesny 140)

- Information Technology/Software & Clean Tech: **Paczesny Triple Room 216-217-218**
 - **Jack McGowan**, Project Manager at Insyte Consulting
 - **Joel Colombo**, 360 PSG
 - **John Seman**, ZOETIC Pharmaceuticals
 - **Kurt Fetter**, Merrill Lynch
 - **Dan Miner**, Business First
- Social Entrepreneurship & Products: **Paczesny Room 206**
 - **Ben Bissell**, Westminster Economic Development Initiative
 - **Roger Woodworth**, Veteran's One Stop
 - **Mary Ellen Mulvey**, SAGE USA
 - **Larry Robinson**, Business Consultant
 - **Jessica Edwards**, Tri Main Building
 - **Kale Mann**, Soar Into Your Destiny
- Services: **Swan Theater**
 - **Mike Robinson**, Cleaning Essentials
 - **Bob Fritzinger**, University at Buffalo
 - **Rick Dean**, R.W. Dean & Associates
 - **Francis Fernando**, Total Solutions
 - **Matt Daddario**, Helmux

Contact Names and Cell Numbers

Name	Cell
• Alex Pelc	716-440-2041
• Pam Lalley	716-523-3605

Please call if you need anything!



WNY Student 2 Biz Challenge

Room Assignments

Paczesny Triple Room: 216-217-218

- Information Technology/Software & Cleantech – 10

Paczesny Room 206

- Social Entrepreneurship & Products – 11

Swan Theater

- Services – 11

Paczesny 140

- Judge’s Room

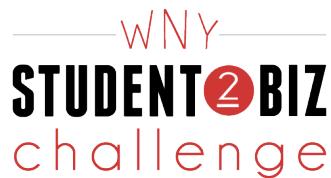
Schedule for Day

ALL Activities Start Promptly.

Networking Breakfast and Lunch are provided at no cost in the West Herr Atrium & Swan 123/124.

WE WILL MOVE THE SCHEDULE ALONG IF WE ARE READY TO MOVE ONTO THE NEXT ACTIVITY!

Time	Activity	Room Assignments
7:00 a.m. to 7:50 a.m.	Registration & Networking Breakfast	West Herr Atrium
7:50 a.m. to 8:00 a.m.	Move to Swan Theater	Swan Theater
8:00 a.m. to 8:20 a.m.	Welcome	Swan Theater
8:20 a.m. to 8:30 a.m.	Move to Session Rooms	See Room Assignments
8:30 a.m. to 11:30 a.m.	Session Competitions	See Room Assignments
11:30 a.m. to 11:45 a.m.	Judge’s Tabulations Conducted in Assigned Rooms	See Room Assignments
11:45 a.m. to 12:00 p.m.	BREAK	
12:00 p.m. to 1:00 p.m.	Networking Lunch: <i>Cleantech; Information Technology & Software</i>	Swan 123/124
12:00 p.m. to 1:00 p.m.	Networking Lunch: <i>Social Entrepreneurship; Products; and Services</i>	West Herr Atrium
1:00 p.m. to 2:30 p.m.	ANNOUNCED: Winners & Top Teams to Compete for Best All-Around Pitch and RUN Best All-Around Pitch	Swan Theater
2:30 p.m. to 2:45 p.m.	Judge’s Deliberation (Teams excused from Swan Theater)	Swan Theater
3:00 p.m. to 3:15 p.m.	Announce Best All-Round Pitch & Closing Remarks	Swan Theater



Statewide Competition

Ten (10) WNY Teams Selected to Compete

Track Name	Maximum # of Teams Selected (not guaranteed)
• Information Technology/Software:	2
• Social Entrepreneurship:	2
• Cleantech:	1
• Products:	2
• Services:	2

Room Assignments

Pitches will be pitched in alphabetical order by team name (EXCLUDING “The” & #s)
(U) designates Undergraduate Team

Paczesny Triple Room: 216-217-218

- **Information Technology/Software (9) & Cleantech (1) – 10**
 - Child Safety App, Port Project (U)
 - Helping Hands (U)
 - Impact Trakr (U)
 - MemoryFox
 - Nexnest, LLC (U)
 - PocketPT (U)
 - SweetSpot
 - TUIE Tutoring Services (U)
 - Hydrogen Storage (Cleantech)

Paczesny Room 206

- **Social Entrepreneurship (6) & Products (5) – 11**
 - Local Café (U)
 - Med-Fund Match (U)
 - The Motive To Motivate (U)
 - 27 Outs Baseball League (U)
 - Solid Roof Foundation (U)
 - Storillo

Products Begin Here

- Buffalo Chicken Dip (U)
- Buffalo Furniture Factory (BFF) (U)
- For Arose by Bill Lopez (U)
- The Lazy Gardener (U)
- Reading Habits (U)

Swan Theater

- **Services – 11**
 - Aparton (U)
 - Back To It Rehab and Chiropractic (U)
 - Campus Deals (U)
 - Coldspace (U)
 - College Trade Center (LLC) (U)
 - The Community Garage (U)
 - First Love (U)
 - Making Designs Count, Inc. (U)
 - Online Gallery: Ashley Nicole Studios (U)
 - Patrick Brady (U)
 - Tidiane Bakayoko (U)

Paczesny 140

- Judge’s Room



WNY Student 2 Biz Challenge Competitor Information

1. Registration begins at 7:00 a.m. and runs to 7:50 a.m.
2. Arrive no later than 7:30 a.m. Take advantage of this opportunity to network.
3. All activities on the agenda will be started promptly so please follow the agenda carefully. See web site: <http://www.wnycollegeconnection.com/student-2-biz-home>
4. Directions to the Hilbert College and parking information can be found on the web site: <http://www.wnycollegeconnection.com/student-2-biz-home>. We are in buildings 8 & 10 and parking is in G or H.
5. A networking breakfast and networking lunch are provided to all team members, faculty advisors, judges, volunteers, and steering committee members. Please email Pam Lalley at pclalley@bryantstratton.edu with any food allergies. There will be gluten free and vegetarian options. See agenda for more information.
6. RULES for your Pitch:
 - a. You will be called to present and provided one minute to prepare to begin.
 - b. State rules require that ALL presentations must be in PowerPoint with no limitations on number of slides.
 - c. You MUST bring your presentation on a thumb drive and load it on the provided computers. You will NOT be allowed to use your own computer for the PowerPoint presentation.
 - d. If you are not present in the room when you are called. The next team will be given your spot. You will be called one last time after that team. If you are not present for the 2nd call, you will be eliminated from the competition.
 - e. You will be given 10 minutes to present your pitch and 5 minutes for questions and answers. You will be stopped abruptly at your time limit of 15 minutes. If you finish your presentation early, you will still be allotted the full 15 minutes.
 - f. You are expected to be in the competition room until the last presentation is given. Distractions will not be tolerated.
 - g. Once the competition begins, you are prohibited from talking to the judges about the competition itself. However, there will be opportunities to network with judges during meals.
7. SUGGESTIONS for your Pitch:
 - a. You must use PowerPoint. There are NO limits on the number of slides you use.
 - b. Be prepared for the worse! Have at least 4 hard copies of your presentation.
 - c. While you are not prohibited from using videos, know that there is an increased likelihood of technical complications with videos.
 - d. Avoid reading or using cue cards and bring your passion!!!!
8. We will be hosting a Social Entrepreneurship/Not-for-Profit seminar on Social Enterprise 101 while the other categories are finishing their presentations. This will be hosted immediately following the Social Entrepreneurship/Not-for-Profit category in the same room as the presentations.
9. There will be volunteers throughout the course of the event. If you need anything, please ask a volunteer.
10. In the event of any disputes or issues, decisions will be made by members of the WNY Student 2 Biz Challenge Steering Committee. All decisions made by the WNY Student 2 Biz Steering Committee will be final.

Thank you to our lead sponsor!!!

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Thank you to our steering committee!!!

Martin Casstevens

Michael Lillis

Dan Shanahan

Susan McNamara

Steve Harvey

Tom Murdock

Ji-Hee Kim

Alex Pelc

Pam Lalley

Thank you to Dr. Susan McNamara for serving as Master of Ceremonies!

For more information on the WNY College Connection of the WNY Student 2 Biz Challenge, visit:

www.wnycollegeconnection.com



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Track Awards Sheet

****Please turn completed sheet into Susan McNamara (MC)**

Please print clearly. Thank you!

Track: _____

Top 2 Teams Announced for Each Category

1. First Place

2. Second Place

Undergraduate Excellence Award (demonstrates significant potential – can be one of the Top 2 Teams)

1.

Esprit de Corps (demonstrates loyalty, enthusiasm, and devotion to the team)

1.