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April 7, 2017

Dear WNY Student 2 Biz Challenge Participants,

Congratulations on your acceptance to the 5<sup>th</sup> Annual Student 2 Biz Challenge! This regional competition is an amazing opportunity for WNY college and university student teams to pitch their entrepreneurial ventures and gain valuable insight from faculty advisors and judges that come from the venture capital, entrepreneurial, and various business sectors. Today, the WNY Consortium of Higher Education, through its WNY College Connection initiative, proudly hosts some of the top students in our Consortium and celebrates the outstanding work that each of you have contributed to your final pitch.

During the competition you will watch your peers demonstrate their commitment, passion, and capacity to create amazing things while developing strategies to bring them to market. You will gain an appreciation for your competition in the market place, develop additional strategies to propel your venture further, and expand your ability to achieve professional success wherever you may land.

On behalf of our Steering Committee, our Lead Sponsor the WNY Incubator Network, our supporting sponsors, our judges, and the 21 college and university presidents of the WNY Consortium of Higher Education, I congratulate you on being accepted to this extraordinary opportunity. Good luck today and 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



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## 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

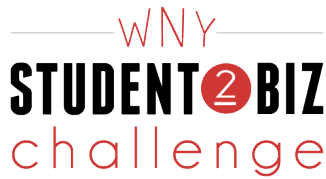
### Schedule for Day

**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.	<b>BREAK</b>	
12:00 p.m. to 1:00 p.m.	<b>Networking Lunch: <i>Cleantech; Information Technology &amp; Software</i></b>	<b>Swan 123/124</b>
12:00 p.m. to 1:00 p.m.	<b>Networking Lunch: <i>Social Entrepreneurship; Products; and Services</i></b>	<b>West Herr Atrium</b>
1:00 p.m. to 2:30 p.m.	<b>ANNOUNCED:</b> Winners & Top Teams to Compete for Best All-Around Pitch and <b>RUN</b> 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](mailto: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 2<sup>nd</sup> 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.

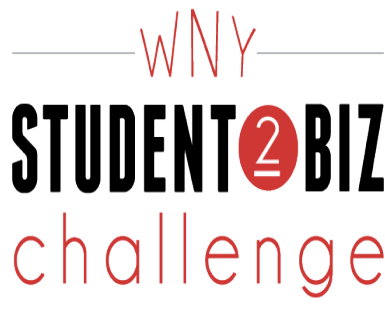
## Thank you to our judges!!!

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

## 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/student-2-biz-home](http://www.wnycollegeconnection.com/student-2-biz-home)***