

2004 Business Plan Competition

Traditional Track Semi-finalists

| Team # | Principals | Venture Name | Business Description |
|---------------|--|---|---|
| 1 | Cheryl Thomas Richard Salem | <i>The Loose Leaf Café</i> | A specialty tea café that markets tea drinks precisely brewed from fresh, top-quality loose tealeaves in a dynamic urban environment. |
| 2 | Karin Sloan Amy Graiwer | <i>Let-Me-Tell-You</i> | A series of event specific Scrapbooks and related products that simplify and enhance the process of creating a scrapbook gift. |
| 3 | Joel I. Javitt | <i>Medifoods LLC</i> | A “medical food” –grade, palatable oral formulation to treat the persistent negative symptoms of schizophrenia. |
| 4 | Kenny Lao | <i>Rickshaw</i> | A multi-unit, Asian quick-casual dining concept that sells an array of dumplings with sauces, salads and other side dishes. |
| 5 | Robert Chong Shefali Shah | <i>Cerebral Networks</i> | A real-time traffic and routing information system for commercial and professional drivers in the New York metro area. |
| 6 | Jaymie Moran Pamela Bonifacio James Moran Edward Young | <i>Asiance Magazine</i> | Offering the first premier magazine with an exclusive focus on Asian women. |
| 7 | Ayesha Ahmad Dev Tandon | <i>Urban Design Girls</i> | An innovative marketing solution for small designers and artisans who lack retail and wholesale distribution outlets. |
| 8 | Craig Bromberg Sumita Singh Daniel Smith | <i>Hudson Media</i> | A state-of-the art media company that identifies untapped, highly desirable audiences and creates magazines that deliver those audiences to brands in return for exclusive sponsorship. |
| 9 | Jean Hong Nandini Sinha Prosenjit Chaudhuri Ashok Sinha | <i>Pregnant Juice Company</i> | A healthy, flavorful, all-natural 100% juice drink specially created for expecting mothers. |
| 10 | Muthu Periaswamy | <i>Calpro Mineral Technologies (India) Pvt Ltd.</i> | Calpro, a startup mineral processing company, will make high-grade limestone in South India at a very low cost using a technology unique for processing limestone in India. |
| 11 | Ron Shah Samir Mistry | <i>Good Karma</i> | Provides distinctive sandwiches and side items cooked in a clay oven to create all healthy menu choices using strictly organic ingredients and a traditional Indian bread recipe. |

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Social Track Semi-finalists

| Team # | Principals | Venture Name | Business Description |
|---------------|--|-----------------------------|---|
| 1 | Francesca Gany, M.D., M.S. William H. Wood Siddharth Rastogi Javier Gonzalez Jyotsna Changrani, M.D., M.P.H. | <i>SimulTel</i> | Will help improve access to health care for Limited English Proficient individuals, and meet mandates, through high-quality, cost-effective interpreting. |
| 2 | Robin D. Hubbard Alexander von Perfall Donpaul C. Stephens Kelvin Sparks Amy T. Lui | <i>ReadNet Systems, LLC</i> | Will design, develop, and commercialize educational products for both institutional and consumer markets. |
| 3 | Neal Weisman Paul Wilson Francis Lind Adam Feldman | <i>BusGreen Inc.</i> | Will be a cost-effective shuttle bus company that is fueled by renewable energy and initially addresses unmet needs on college campuses. |
| 4 | Dahna Goldstein Donovan Eastman | <i>PhilanTech, LLC</i> | PhilanTech, LLC is a socially-oriented venture dedicated to using technology and business principles to enable philanthropic partners to maximize service delivery and social impact. |
| 5 | Kevin Burkhart Christopher Jean-Baptiste Ronna Cong – MBA student Scott Cotenoff, JD | <i>Resonant Voices</i> | Provides innovative diversity training for youth consisting of interactive diversity discussions and utilizing hip-hop and poetry. |