

## **Fourth Annual Pace Pitch Contest; Keynote David Bornstein, Author of “How to Change the World”**

30. Nov, 2007

“Do Something” Generation – Looking to Make an Entrepreneurial Difference, One Pitch at a Time

Fourth Annual Pace University Pitch Contest on Thursday, December 6 at 5 PM, Pace Downtown Campus, New York City (east of City Hall)

Keynote Speaker David Bornstein, Author of How to Change the World: Social Entrepreneurs and the Power of New Ideas (book signing and reception)

Finalists include current students from UC Berkeley, Columbia, NYU, Stanford, Villanova ... and Pace

Free and open to the public

Why: Youth today aren't content to sit back and rely on government to solve real world environmental, healthcare, energy, technology, social services and educational issues. They are stepping up and becoming part of the solution by joining – and even starting up – entrepreneurial social and commercial ventures.

What: Pace University's Entrepreneurship Program began in 1979, and is housed in the Lubin School of Business. It is directed by Bruce Bachenheimer, Clinical Professor of Management and a former entrepreneur himself. The annual Pace Pitch Contest is based on the “elevator pitch” concept, popular in the venture capital community, in which contestants get three minutes to make a brief statement about who they are, what their business is and why it is special/deserving of funding.

Who: The 2007 finalists are:

### Social Venture

- EverGreen Club Warehouse: Justin Mandel – Dartmouth College, Columbia University Graduate School of Business and School of International and Public Affairs; Emily Sheetz – Wharton School at the University of Pennsylvania, Columbia University Graduate School of Business
- Hope Runs: Claire Williams – Stanford University
- Social Goods Purchasing Portal: London Davies – Stanford University, Stern School of Business at NYU; Adam Gromis – UC Davis, Stern School of Business at NYU; John Ku – George Mason University, University of Maryland, Stern School of Business at NYU
- Socialmarkets: Allan Benamer – UC Berkeley; Jeff Tuller – Wagner School for Public Service at NYU
- ThroughMyEyes: Sarah Lipkin – University at Buffalo School of Management, Pace University
- Donotforgetme.org: Lisa Glatzer – Muhlenberg College, Pace University; Ashley Perry – University of Maine (ALTERNATE)

### New Business Concept

- Beer Pong Cooling Rack: Peter Stuebe – Villanova University; Ryan Wynne – Villanova

University

- CollegeWikis.com: Joe DiPasquale – Harvard University, Stanford University Graduate School of Business
- The Mouth Shop: Anna Geller – Pace University
- Paria-Glide: Ross Charbonne – Pace University
- TrackPay: Harry Brodsky – Pace University; Ricky Huy La – Pace University, Columbia University; Yury Shteyman – Pace University; Dmitry Voller – Pace University
- Team Blue Chip: Stephen O’Sullivan – Marist College, Pace University (ALTERNATE)

Where: The Michael Schimmel Center for the Arts, Pace University Downtown Campus, One Pace Plaza (entrance on Spruce Street between Gold Street and Park Row), New York, NY.  
Directions - [page.cfm?doc\\_id=16157](#)

When: Thursday, December 6, 5:00 PM to 7:45 PM

- 5:00 – 5:30 Registration, Reception and Book Signing with David Bornstein
- 5:30 – 6:00 Introductions and Keynote Speaker
- 6:00 – 6:45 Ten Finalists make their Pitch
- 6:45 – 7:00 Break
- 7:00 – 7:30 Judging Panel Discussion and Critique
- 7:30 – 7:45 Awards Ceremony

Additional Highlights:

- \$1,000 prizes for the top New Business Concept and for the best Social Venture.
- Ashoka/Youth Venture, a global association of leading social entrepreneurs, will provide EVERY team with a successful Social Venture Action Plan with \$1,000 in seed funding.
- Judges include Thatcher Bell of DFJ Gotham Ventures; Lori Smith, Partner – Goodwin Procter LLC; Liz Hamburg, co-host of Launchpad on WOR Radio 710; and Bernie Siegel, a CPA and professional business coach.
- Sponsor: Goodwin Procter LLC, one of the nation’s leading law firms with more than 850 attorneys
- Additional Supporters: M.I.T. Enterprise Forum of NYC – along with Pace University’s Wilson Center for Social Entrepreneurship, SCI2 business incubator and Small Business Development Center
- Last year’s winner, Bill Phelps, was one of only three student Finalists in Fortune Small Business’ 5th Annual Business Plan Competition

Advanced Registration: [www.pace.edu/pitch](http://www.pace.edu/pitch)

Media Contact: Samuella Becker, Office of Public Information, Pace University, 212-346-1637, cell 917-734-5172, [sbecker2@pace.edu](mailto:sbecker2@pace.edu)