

# TRADITIONAL TRACK SEMIFINALISTS

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## 8BAORICE

**Team Members:**

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**Faculty Advisor:**

Nabil El-Hage

Destination and online community for Chinese women.

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## ACILLIX

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**Faculty Advisor:**

Josh Lerner

Acillix will deliver on the promise of biotechnology by revolutionizing the water treatment industry with our patented, low cost, environmentally friendly process for water demineralization.

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## BETTER CHINESE

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**Faculty Advisor:**

James Heskett

Better Chinese aims to develop the most effective and engaging online and offline multimedia curriculum, teacher training, and after-school programs to teach Chinese as a foreign language and culture to students K-12.

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## ELECTIVE MEDICAL LENDING

**Team Members:**

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**Faculty Advisor:**

James Heskett

Elective Medical Lending (EML) is a service based sales, marketing, and finance company that enhances a rapidly growing lending market for elective medical and dental procedures by introducing a new method of financing.

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## HEPA WASH

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**Faculty Advisor:**

Robert Higgins

Development and commercialization of an efficient and affordable liver support therapy to increase the chances of survival for patients with chronic or acute liver failure.

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## ONTV

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James Heskett

Open Network Television, LLC (ONTV) was founded in 2005 to reinvent the way ideas and inspirations are shared, experienced and commercialized in a digital world.

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## PAPERDOLL BRIDAL

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James Heskett

Paperdoll Bridal gives brides control of their dress design and shopping experience in a unique, interactive online environment.

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## SAFETYNET

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**Faculty Advisor:**

Fabrizio Ferri

Our product is an online monitoring service for parents of young teenagers that helps parents safeguard their children's use of social networking sites such as MySpace.com.

## **SIMPLY SAFE**

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**Faculty Advisor:**

Nabil El-Hage

Simply Safe will design, produce and market a niche home security product.

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## **VQUBE**

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**Faculty Advisor:**

James Heskett

vQube is a proprietary technology that enables voice and video communication through internet protocol (VoIP) even at low speed connections. vQube offers a VoIP solution for mobile phones as well as for desktop.

SOCIAL ENTERPRISE TRACK  
SEMIFINALISTS

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## **FAIRMARKET FINANCIAL**

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***Faculty Advisor:***

Peter Tufano

FairMarket Financial will provide low cost tax preparation for low wage workers at their work site, especially for those qualifying for the Earned Income Tax Credit (EITC), the government's most successful anti-poverty program.

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## **GRAMEEN VIKAS "RURAL PROGRESS" PEANUT BUTTER**

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***Faculty Advisor:***

V. Kasturi Rangan

Grameen Vikas "Rural Project" Peanut Butter is a model of pro-poor rural industrialization for India, first using peanut butter production to raise and stabilize rural incomes among the poor, while providing social services, nutritional benefits, and the basis for further rural growth.

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## **SOUKTEL**

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***Faculty Advisor:***

Gordon Bloom

SoukTel is reducing unemployment among Palestinian youth and helping small businesses in the West Bank by establishing a cell-phone based job matching service, utilizing partnerships with local universities and cellular service providers.

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## YASHMERE

### ***Team Members:***

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Esther Hsu

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### ***Faculty Advisor:***

Ray Goldberg

The Yashmere Company is a sustainable and socially responsible venture providing a steady source of income to marginalized communities in China by bringing Yashmere yarn to the U.S. knitters market.

## FITNET

**Team Members:**

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**Faculty Advisor:**

Gordon Bloom

Fitnet aims to empower productive, healthy living in modern society through personalized lifestyle plans and fitness and nutrition technologies that integrate with the pace of life.

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## IDEAS

**Team Members:**

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**Faculty Advisor:**

Herman "Dutch" Leonard

IDEAS supports social entrepreneurs in institutionalizing their programs via government funding through a synergy of strategic consulting, evaluation, and advocacy campaign management matched with channeled Diaspora funding.

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## MOUNTAINS FOR MIRACLES

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Gordon Bloom

More American children die from cancer than from any other disease. Mountains for Miracles addresses this social concern by combining mountaineering with fundraising to generate the funds and awareness needed to find a cure. Our inaugural campaign is a record-setting expedition to climb the tallest mountain on each of the seven continents within seven months. We intend to use the catalyst of this exciting expedition as a fundraising platform to reach our goal of \$5MM for pediatric oncology research at Boston's Dana-Farber Cancer Institute and the Jimmy Fund.

## PARTICIPATING TEAMS

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**A PENNY SAVED**

SOCIAL ENTERPRISE TRACK

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**Faculty Advisor:**

Gordon Bloom

A Penny Saved plans to implement a financial literacy curriculum to low-income, urban high school students.

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**ADVANCED FITNESS TRAINING**

TRADITIONAL TRACK

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**Faculty Advisor:**

Das Narayandas

Advanced Fitness Training is a web based fitness training solution that uses artificial intelligence to design, monitor and continuously improve fitness training routines.

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**ALLSYNC.COM**

TRADITIONAL TRACK

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Noam Wasserman

To provide SMBs and domestic internet users with an easy-to-use and low cost product that will allow them to share large data folders in a secure, automatic (non-user initiated), chosen, closed and authenticated group.

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**BIOSIG TECHNOLOGIES**

TRADITIONAL TRACK

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**Faculty Advisor:**

Robert Higgins

We are developing and commercializing a blood-based screening test for detection of cancer and other diseases.

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**BRANDCRM**

TRADITIONAL TRACK

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**Faculty Advisor:**

Fabrizio Ferri

BrandCRM focuses on serving small businesses and retailers. The company provides solutions for both consumers and retailers to connect more closely.

BrandCRM provides a suite of services for consumers and retailers to collaborate through activities including in-store recognition.

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**CASENCIA**

TRADITIONAL TRACK

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**Faculty Advisor:**

John Gourville

Our Company will import, brand-manage, and market CASENCIA, the world's first ultra-premium beer, made available to the consumer exclusively in upscale nightlife venues in select cosmopolitan cities, targeted at affluent consumers who live the luxury lifestyle.

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**CITY BOXES**

TRADITIONAL TRACK

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Joseph Lassiter

City Boxes will change the way urban residents store their excess possessions by providing convenient pickup, storage, and delivery services at their residences.

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**CLEAN ENERGY DIRECT**

TRADITIONAL TRACK

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**Faculty Advisor:**

Forest Reinhardt

The mission of Clean Energy Direct is to create an efficient secondary solar energy market while providing retail investors with the opportunity to invest directly into solar project finance.

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**EASTER REIT**

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**Faculty Advisor:**

Michael Roberts

The Easter REIT is an innovative equity pool concept that allows homeowners to spread the risk of their large home equity investments.

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**ELATE MONTESSORI**

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Nabil El-Hage

Elate schools bring consistent high quality education, innovative services, and professional management to the informal, fragmented Montessori sector.

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**EMU PLANNER**

TRADITIONAL TRACK

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**Faculty Advisor:**

Joseph Lassiter

The EMU Planner provides an online calendar with a mobile interface that connects Baby Boomers' social circles and local communities through scheduling capabilities, picture sharing, and access to local event information.

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**GICTEN (GLOBAL INFORMATION  
AND COMMUNICATION TECHNOLOGY  
EMPLOYABILITY NETWORK**

SOCIAL ENTERPRISE TRACK

**Team Members:**

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Herman "Dutch" Leonard

GICTEN is a digitized equity initiative to give online and IT related outsourcing jobs to unemployed youth in developing countries to help them out of poverty traps and to foster youth employability and entrepreneurship.

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**GLOBAL EDUCATION**

SOCIAL ENTERPRISE TRACK

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Stacey Childress

Global Education is an educational institution that is committed to preparing Japanese students to get into overseas universities.

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**GLOBAL REFERENCE CHECK**

TRADITIONAL TRACK

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**Faculty Advisor:**

Joseph Lassiter

GRC will help smaller businesses find overseas suppliers they can trust; unlike existing supplier databases, GRC's "reputation database" will feature feedback from previous customers about what it's like to do business with the suppliers in our database.

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**GRADLINK USA**

TRADITIONAL TRACK

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**Faculty Advisor:**

Marco Iansiti

An online, nationwide, graduate student community focused initially on providing summer housing swap services, using these services to acquire customers early in their professional careers and then offering them additional professional and social services as the company transforms into a full-service graduate student community.

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**HANGGONE**

TRADITIONAL TRACK

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**Faculty Advisor:**

Gail McGovern

HangGone has developed and will bring to market the world's most effective morning-after hangover cure.

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**HEALTHEVA**

TRADITIONAL TRACK

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**Faculty Advisor:**

Marco Iansiti

Healtheva addresses the emerging and fast growing need for innovative remote patient monitoring devices, mobile medical services and preventive medicine. Healtheva provides seamless end to end real time human body vital sign data acquisition, data communication, data archival, data analysis and collaboration capabilities to the individual patient at home, at the hospital or on the move through leveraging ubiquitous mobile communication devices and emerging mobile technologies.

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**IMPERIUM COATINGS**

TRADITIONAL TRACK

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**Faculty Advisor:**

Joseph Lassiter

Imperium Coatings is commercializing a patented anti-reflective coating for eyeglasses which enables independent and local chain retailers to coat glasses in-house.

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## IT TAKES AN OFFICE

SOCIAL ENTERPRISE TRACK

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**Faculty Advisor:**

Gordon Bloom

It Takes an Office is an employment-based mentoring and leadership development program for adolescents in foster care and recent foster care alumni

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## M

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**Faculty Advisor:**

Arthur Segel

M—comfortable rooms in vibrant neighborhoods of global cities at nearly half the price of traditional hotels.

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## NAVAGUE

SOCIAL ENTERPRISE TRACK

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**Faculty Advisor:**

Clayton Christensen

Navague offers low-cost immigrant documentation preparation services.

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## NO-LOAD STUDIOS

TRADITIONAL TRACK

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**Faculty Advisor:**

Peter Tufano

We aim to provide entertaining educational content to teach about retirement investing and other workplace benefits.

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**OBOULO USA**

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**Faculty Advisor:**

Daniel Isenberg

Oboulo is a knowledge database and search engine that selects, buys, and publishes documents (Term papers, thesis, market surveys, legal commentaries...) from a variety of authors (Students, professors, professionals...), and let users search and access these documents for a fee.

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**ONE**

TRADITIONAL TRACK

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**Faculty Advisor:**

James Heskett

*one* provides men the convenience of one stop shopping for their grooming and lifestyle needs.

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**PATENT OUTSOURCING**

TRADITIONAL TRACK

**Team Members:**

Geoffrey Gelman

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**Faculty Advisor:**

Krishna Palepu

The proposed business will draft United States patents in India. The business will utilize reduced labor costs in India in order to save customers 50-70% of legal fees normally associated with filing U.S. patent applications. The business will also benefit from the large pool of talented Indian engineers, as engineering expertise is important for drafting patent applications.

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**PEERREVIEWMUSIC.COM**

TRADITIONAL TRACK

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***Faculty Advisor:***

Felix Oberholzer-Gee

The fundamental challenge facing the music industry is selling music that people choose to hear. However, they do not know what music people choose to hear, because there is no one else who reports what music people choose to hear. Knowing what music people choose to hear is worth billions. We provide critical music listening preference and usage data to the music industry to increase music sales and reduce marketing expenses.

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**PERIMETER FILMS**

TRADITIONAL TRACK

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Anita Elberse

Perimeter Films' mission is to connect every film with its audience and to provide each individual with the precise film she wants to see.

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**PLANET TEA**

TRADITIONAL TRACK

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***Faculty Advisor:***

Gail McGovern

Planet Tea is a new retail beverage chain that specializes in all-natural tea beverages, traditional baked goods, and exotic snacks from around the world served in an inviting global atmosphere.

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**PRIZE 4 LIFE**

SOCIAL ENTERPRISE TRACK

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Jan Hammond

Prize 4 Life is a nonprofit global prize contest to find an effective treatment for ALS (Lou Gehrig's disease)

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**PROACTIVE SPORTS MEDICINE**

TRADITIONAL TRACK

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**Faculty Advisor:**

Regina Herzlinger

ProActive Sports Medicine is a model for a high-end, consumer-driven outpatient sports medicine clinic.

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**PROJECT FRAME**

TRADITIONAL TRACK

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**Faculty Advisor:**

Walter Salmon

The premier supplier of affordable presentation and preservation solutions targeted specifically for children's artwork.

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**PROJECT ON RAMP**

SOCIAL ENTERPRISE TRACK

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James Heskett

The mission of Project on Ramp is to reverse the "brain drain" of highly qualified women who leave their careers to raise children.

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**PURE ENERGY**

TRADITIONAL TRACK

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Johan Groenewegen

**Faculty Advisor:**

Daniel Isenberg

Multimedia Dance Experience.

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**RENAISSANCE BIOTECHNOLOGY**

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**Faculty Advisor:**

Richard Hamermesh

Renaissance Biotechnology is an early stage drug discovery company that is developing revolutionary treatments for spinal cord injury and other diseases by leveraging its leadership position in the fields of glycototechnology, enzyme-enabled therapeutics and regenerative medicine.

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**RESTWAIT SOLUTIONS**

TRADITIONAL TRACK

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**Faculty Advisor:**

Andrew McAfee

RestWait Solutions will provide guests at fast-casual restaurants with unique “at-the-table” and “at-the-door” options to pay their check using custom-designed wireless devices and in-store kiosks.

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**SAVE ARTISTS GLOBAL ENVIRONMENT (SAGE)**

SOCIAL ENTERPRISE TRACK

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**Faculty Advisor:**

Gordon Bloom

SAGE's mission is to fight poverty, preserve cultural heritage, and educate through storytelling, by selling subscriptions of prints of lesser-known artists from around the world, telling stories about their lives, and re-investing profits towards poverty alleviation in their communities.

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**SHARED CANVAS**

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**Faculty Advisor:**

Geoffrey Jones

Shared Canvas partners with artists from emerging markets to provide original, affordable art with social impact to consumers within the United States.

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**SPORTS-IN-MIND**

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**Faculty Advisor:**

Michael Roberts

Sports-in-Mind is a sports technology company that is working closely with the world's leading low-cost EEG biosensor research firm to develop its first product for golfers who want to improve their mental game.

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**SULLIVAN ST.**

TRADITIONAL TRACK

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**Faculty Advisor:**

Walter Salmon

Sullivan St. will create a portfolio of high-growth fashion companies by 1) investing in emerging designers businesses across geographies and styles, 2) growing them globally by combining creativity and sound business practices, and 3) selling them at a premium when they reach breakeven.

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**TEACH FORWARD**

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**Faculty Advisor:**

Martha Stone Wiske

Teachforward will be an online lesson-sharing community that allows teachers to better serve their students by building on the best work of their colleagues from across the nation.

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**VIRTUAL PROPERTY MANAGER**

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**Faculty Advisor:**

Arthur Segel &amp; Myra Hart

The Virtual Property Manager is a web-based property management system designed to attract and screen quality tenants, accept online rent payments, and manage maintenance requests and other tasks.

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**WHIZ KIDS**

TRADITIONAL TRACK

**Team Members:**

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**Faculty Advisor:**

Nabil El-Hage

Launching a chain of Children's Edutainment (Education and Entertainment) centers in China that fosters the ideals of "family fun and learning" under one roof.