

1st Annual New York *StartUP!* Business Plan Competition Awards

Ranking	Award	Entrepreneur	Business Description
1st Place	\$15,000	Jennifer Chu	<p>Chu Shu offers innovative solutions to fashionable people on the go. They recently launched their first product, Silver Linings, ultra-thin shoe liners for women who wear shoes without socks. Silver Linings are infused with silver, a natural antimicrobial which inhibits growth of odor-causing bacteria. Silver Linings preserve the life of those favorite (and expensive!) shoes while keeping feet feeling fresh and clean. Perfect for women who love their shoes! Silver Linings are available at www.silverliningsnewyork.com.</p>
2 nd Place	\$5,000	Shagun Malhorta	<p>SkyStem LLC offers a revolutionary web-based account reconciliation management system called ART. Conceived and designed by a CPA, ART was developed to replace the manual, excel and paper based methods of managing the reconciliation process. It is intended to complement any accounting system and assist management in their closing process by managing their account reconciliation process through a built in workflow to prepare, approve/reject and certify reconciliations.</p>
2 nd Place	\$5,000	Carol Santiago	<p>SafeSnack Vending, Inc. provides variety and convenience exclusively to the millions of Americans who live with food allergies/food restrictions by offering allergy friendly snacks in state of the art,</p>

interactive vending machines situated in high traffic locations within the New York metropolitan area. *SafeSnack Vending* also provides cost effective niche advertising opportunities to specialty foods manufacturers and a low maintenance automatic merchandising option to venues seeking to better serve this growing market at their locations.

Merit Award \$750 Maurice Robinson
Mary Ann Carlese

Consensio Dispute Resolution is a family and divorce mediation center specializing in Lesbian, Gay, Bisexual and Transgender (LGBT) family and community mediation. Founded by attorney-mediators, Maurice Q. Robinson and Mary Ann Carlese, Consensio is a place where clients can resolve legal and non-legal issues including, but not limited to, divorce, child custody and visitation, family separation, parent-teens issues, roommate and other personal disputes.

Merit Award \$750 Amy Stevens

Sprout helps small businesses create websites that attract customers, are easy to set up and help small businesses grow. Initially Sprout will target dentists, doctors and lawyers. You can find Sprout at SproutRoute.com.

Merit Award	\$750	Eileen Kim	<p>Ann, Kim & You is a fashion label that designs work-to-play dresses for professional women. Think Diana Prince morphing into Wonder Woman! These work-to-play dresses mirror the professional success and multi-faceted lifestyle of today's modern woman. Sometimes you're serious and conservative like Ann, sometimes you're fun and frivolous like Kim, but you're always you.</p>
Honorable Mention \$500		Yan Gloukhovski Edward Weiss	<p>Make Them Known.com aims to enhance your search for local professional services, while at the same time providing a platform for professionals to promote themselves and gain recognition.</p>
Honorable Mention \$500		Margaret Piatak	<p>Goodie Packs for Pets is an online retailer, providing healthy, organic, eco-conscious treats and toys for pets. Assortments of these unique, made in the USA, products are packaged into fun, eco-friendly "Packs" that can be ordered as regular supplies of treats or for special occasions and holidays. Goodie Packs is a company with a heart. It supports green initiatives and donates a percentage of profits to animal welfare programs.</p>

Honorable Mention \$500

Karthik Swaminathan
Jessica Harris
Aaron Seigler

One Blue Dot is a software design company whose product is the Share Network. A Share Network is an online tool where people can create networks to exchange skills and resources using a currency that they design. Share Networks allow users to use their online connections to facilitate valuable real world experiences as well as to stimulate economic activity and create resilience within their communities.

Finalist with Distinction Certificate

Lawrence Shum
Jonathan Lin

IQoupon is a NYC based hyper-local mobile couponing and promotions startup focused on delivering valuable deals from local merchants to shoppers while enabling the best way to 'Search, Send, and Save'. Mobile couponing and commerce enhances the shopping experience by delivering a smart, simple, and holistic approach for shoppers to save money while providing retailers with an affordable Access 360 marketing solution based on driving trackable transactions. Consumers save while merchants drive increased business; simple.

Finalist with Distinction Certificate

Quiana Agbai

Destination Wedinars is a web-based business which consolidates the best of the print and online resources in a convenient webinar format for busy brides planning their own destination weddings. From selecting a destination, to finding the best destination-themed favors, Destination Wedinars helps brides

enjoy the planning process of their weddings while saving them time and money along the way.

Finalist with Distinction Certificate Yvonne Stafford

Natural Living Institute, New York's First Comprehensive Holistic Urban Retreat, is an educational and training center that brings preventive and restorative natural, lifelong health solutions to the consumer using methods that are holistic and chemical free; with a focus on allowing the consumer to take responsibility for his or her own health through detoxification, good nutrition and conscious living.

Finalist with Distinction Certificate Brandy Jans

Boo- Boo Cover-UP Boo-Boo Cover-Up is a first aid product that conceals while it heals. As opposed to the medicinal alternatives, Boo-Boo Cover-Up contains natural ingredients known for healing, such as Aloe Vera and Tea Tree Oil. It is a more attractive remedy for boo-boo's that you'd rather keep under cover.