

A special thanks to our judges for their time and expertise

Andrew Burnett

Managing Director, Cathedral Consulting Group, LLC

Marcia Cameron

Director, Bronx Women's Business Center

Eddie Chin

Director of Business Development, Chinatown Manpower Project

Carol Curley

Managing Director, Golden Seeds, LLC

Ted Fienning

Co-founder, Babiators, LLC

Cesar Gomez

Business Banker, Citibank, N.A.

Jill Johnson

Executive Director, Workshop in Business Opportunities

David Leffler

Partner, Leffler, Marcus and McCaffrey

Shirley Leung

Economic Development Director, Manhattan Chamber of Commerce

Rob Levin

Publisher, New York Enterprise Report

Garrett Lucien

Director Economic Development, SOBRO

Franne McNeal

Significant Business Results

Seth Rogovin

Mentor, SCORE

Bobby Singh

Founder and CEO, Kashpile



2012 New York StartUP! Awards Ceremony

Keynote Speaker

Pravina Raghavan, New York District Director, Small Business Administration

Monday, September 10, 2012

8:30–10:30 a.m.

Science Industry and Business Library
188 Madison Avenue at 34th Street

Thanks also to



which donated business services to the five winners

Sponsored by

Citi Foundation



The Competition

The New York Public Library, Science, Industry and Business Library (SIBL) in partnership with Citi presents the second Annual New York *StartUP!* Business Plan Competition. New York *StartUP!* has been designed for residents of Manhattan, the Bronx, and Staten Island seeking to launch a business in one of the three boroughs served by the 90 sites in The New York Public Library system. Clearly this Citi-funded initiative is meeting a need. More than 600 people attended the eight orientation sessions that introduced the New York *StartUP!* Business Plan Competition to potentially eligible entrants. Over 300 committed entrepreneurs attended at least 3 of 4 required technical workshops at SIBL and signed up for one-on-one business counseling. Thirty-eight persevered to submit a business plan, the culmination of months of preparation.

The Prizes

The purpose of the cash award is to serve as seed funding to help early stage ventures jump start their entry into market. The first place winner will receive \$15,000 while the second and third place winners earn \$7,500 and \$5,000, respectively. The two runners up receive \$1,500 each.

Supporting Small Business Development In addition to hosting the New York *StartUP!* Business Plan Competition, SIBL supports the local economy by providing access to trade literature, online directories for B2B leads and company contacts, market research, industry trends, and investment advisory reports. Services range from consultations with information specialists, hands-on technology training, specialized workshops and seminars, small meeting rooms, and one-on-one advisory sessions with business experts, financial planners, career and job coaches. In addition to funding the New York *StartUP!* Business Plan Competition, the Citi Foundation has funded the Brooklyn *PowerUP!* and the Queens *StartUP!* Business Plan Competitions for the past nine and six years, respectively. Citi Foundation support is aimed at nurturing sustainable business development in New York City's five boroughs.

Finalists Profiles

Bringhit (pronounced "Bring-It") (Case Carpenter) is a platform-agnostic and user-friendly HTML5 web app that will allow local business to cheaply deliver location-based and user-preferred promotions, deals and sales to the affluent NYC commuting population. At no cost, users can actively browse Bringhit's platform for promotions, relevant deals and sales based on location and other search criteria.

Curatio HCS (Dwayne Samuel, RN, Esq., Jason A. Funes, JD) is a full-service home health care agency with two goals: 1) providing expert concierge home infusion care to those clients demanding it; and 2) partnering with community organizations and churches to provide home care, education, and free health screenings to help combat the diabetes epidemic in the South Bronx, Harlem, Washington Heights, and other low-income areas of NYC.

Curvy Girlz Lingerie, LLC. (Precious L. Williams, Esq) is an exciting brand that will bring a dynamic women's intimate apparel experience to Harlem, New York. Currently, there are no full-service intimate apparel shops in Harlem to service this demographic. Curvy Girlz's ultimate goal is to be the premier plus-size intimate apparel store in New York City.

iEVOKE (Rina Mansukhani, Christi Hesel) is a ground-breaking new line of products that uses the powerful connection between scent and memory to allow you to "bottle" moments of bliss. The launch product, a 0.5oz solid balm (applied to pulse points) is made of all natural ingredients and packaged in 100% recyclable paperboard. At only \$18 MSRP it is "impulse-priced" and will be available in yoga and wellness outlets as well as online.

Pride Tours (Regina Clark) offers city sightseeing bus tours with an LGBT (Lesbian, Gay, Bisexual and Transgender) theme. A tour with Pride Tours is really two tours in one: see famous city sights while also exploring LGBT history, pop culture, and points of interest. Pride tours services the LGBT community and all others who are interested in learning more about the gay rights movement.

Runway Exchange (Monica Sharma, Kim Nguyen) addresses the common problem of deciding what to wear by providing women with a safe and secure online social community where they can connect to save money, profit from their wardrobes, be environmentally conscious, and support charities. You never have to be photographed in the same dress twice!

Vogley Biscotti (Kurt Franz) is a play on authenticity that expands an unique sweet and savory age-old family biscotti recipe and is reconstructed in other sweets such as truffles, macarons, ice cream, and tarts, just to name a few. The concept expands a dynamic and unique flavor to a multitude of textures, temperatures and forms that continues to stay with the times without forgetting its past.

Wheatless and Meatless (Bernice Mast, Richard J. Becker) offers a variety of delicious, gluten-free vegan burger mixes and meal starters, made of plant-based protein and unique, delicious spice blends. Just add boiling water to any of the six flavors (Indian, Mexican, BBQ, Italian, All-American and Garden), sauté, and you will have a gluten-free, vegan, high-fiber, low-fat, dairy-free, nut-free, soy-free, non-GMO, Kosher and Halal protein-rich main dish ready in minutes.

WHEELI (Jean Pierre Adechi) an affordable, hip, eco social traveling experience that connects college students, is a web-base ride sharing service; that allows college students to save money and time. The web facilitates the communication and exchange between WHEELSTERS posting and searching for rides. On the homepage, WHEELSTERS will be able to post a ride or search for existing rides. Welters will browse the website and make their choice based on departure time, place of departure, costs, and other filters.

The Williams Advantage (Shaunte L. Williams) is a foreign language discovery product for children ages 6 months to 6 years old. The mixed media program features The Total Physical Response Approach, which emphasizes physical actions to aid in foreign language comprehension. By focusing on educational value and active parent involvement, The Williams Advantage seeks to prepare our children for an increasingly global environment