

## Welcome

It began in November with sixty-four teams, narrowed in December to thirty-two, and now we have the Entrepreneurial Eight, here today to pitch their business concepts to our panel of successful entrepreneurs, technologists and investors, hoping to be selected as the Student Startup Madness 2013-14 National Champion!

The top three teams will each be awarded \$5,000 of credits for Google Cloud Platform, which allows start-ups to build, deploy and run web applications and

mobile app backends in the cloud, without having to worry about infrastructure or scalability. The top-scoring team will be declared the Champion and awarded the coveted Student Startup Madness Rocket Trophy.

~Sean  
startups@syrr.edu

Let the Madness Begin!



Sean Branagan  
Director of Center  
for Digital Media  
Entrepreneurship at  
Newhouse School at  
Syracuse University,  
and Creator of Student  
Startup Madness

## Judges

**Brian S. Cohen**  
Chairman  
New York Angels  
Twitter Handle: @brianscohen  
Website: www.newyorkangels.com



Brian serves as Chairman of the New York Angels who has invested over \$53 million into more than 70 early stage technology companies. Brian was the first investor in Pinterest and numerous other industry leading startups. Brian has a book entitled "What Every Angel Investor Wants You To Know." He also co-founded Launch.it, with his son Trace, in May 2012, the first direct- to-customer, event news and social engagement platform. Brian has a Masters Degree in Science Communications from Boston University's School of Public Communications and currently serves on the Dean's Board of Directors.

**Patrick Ambron**  
Cofounder/CEO BrandYourself.com  
Twitter Handle @PatrickAmbron  
Website: www.BrandYourself.com



Patrick Ambron created BrandYourself when his cofounder couldn't get an internship because he was being mistaken for a drug dealer. He's helped BrandYourself secure over \$1M in venture capital and award for the top emerging technology company in NY. He was honored as one of the top CEOs under 30 at the White House and is a graduate of the Newhouse School at Syracuse University, where he was also a student entrepreneur.

**Melinda Emerson**  
President  
Quintessence Group  
Twitter Handle: @SmallBizLady  
Website: succeedasyourownboss.com



Forbes magazine named her the #1 woman for entrepreneurs to follow on Twitter. Melinda F. Emerson, known as SmallBizLady, is America's #1 Small Business Expert. She has been a thriving entrepreneur for 15 years and is an internationally known keynote speaker. A pioneer in social media marketing, she is the creator and host of #Smallbizchat, the longest running live chat on Twitter for small business owners. Melinda is the founder and president of the Quintessence Group, an award-winning marketing consulting firm based in Philadelphia, PA. Her company works with Fortune 500 companies to build marketing campaigns to engage small business customers. She graduated from Virginia Tech.

**Sandy Khaund**  
Sr Director, Emerging Technologies  
Turner Broadcasting  
Twitter Handle: sandyTBS  
Website: www.mediacamp.com



Sandy Khaund is Senior Director in Turner Broadcasting's Emerging Technologies team. Through business development, incubation, and applied research, he works with startups and established companies to define the next generation of broadcast & interactive media. Sandy is also a Director at Media Camp, a startup accelerator run by Turner and Warner Bros to support early-stage media companies. Sandy has a BSEE & M.Eng from Cornell, and an MBA from Wharton.

## About the Entrepreneurial Eight Finalists

- Carbon Cash:** A behavioral energy efficiency app designed for college students that will track the electricity consumption of students and relay performance back to the students through Carbon Cash's web portal and mobile app. Top performing students will receive points they can redeem for gift cards at local and national retailers. [carboncash.com](#)
- DepthChartz:** An online service for high school and college athletes, with a framework that is highly search functional to assist student-athletes with exposure to both college and professional outlets, through highlight video submissions and validated statistics. The service also allows coaches to list and promote their camps and training services, creating the prospect for top talent-opportunity pairings. [depthchartz.com](#)
- Find My Song:** An online collaborative platform for music, which combines networking, project management and copyright management in one central platform in order to help music makers create music more effectively from anywhere in the world. [findmysong.com](#)
- Million Dollar Scholar:** An ed-tech social enterprise that seeks to revolutionize the way high school and college students learn how to win scholarships and avoid student debt through an e-learning platform. [milliondollarscholar.com](#)
- NoteFu.ly:** A cloud-based productivity tool and mobile application allows you to capture, share, communicate and collaborate on bite-sized pieces of information and memories across all digital devices—bridging the gap between the traditional sticky note and the digital world. [noteFu.ly](#)
- PlatypusTV:** A social web platform time stamps conversations around television episodes, allowing viewers to share experience of watching their favorite shows while viewing on their schedule. Platform provides fans with a sounding board and advertisers an opportunity for touch points through a longer show life. [platypustv.com](#)
- SemanticMD:** Develops systems to refine radiological decision support, improve quality of care, and reduce overall medical costs. SemanticMD offers a content-based patient search engine that aids radiologists in identifying patients with similar conditions using state-of-the-art computer vision and machine learning. [semanticmd.net](#)
- StylePuzzle:** A mobile app that will provide personalized daily outfit recommendations for users based on their own clothes. It offers users a convenient tool to discover their styles and make dressing decisions, as well as a better platform for social shopping. [stylepuzzle.com](#)
- Entrepreneurial Eight Alternate: **uCal** – a desktop and mobile organization app for your calendar. [theuCal.com](#)

## Event Timeline

3:30pm	Doors Open
3:30 - 4:30pm	Carbon Cash
	DepthCharts
	Find My Song
	Million Dollar Scholar
4:25pm	Featured Speaker: Patrick Ambron "Life of a Student Entrepreneur"
4:30 – 5:00pm	Break and Networking
5:00 - 5:50pm	NoteFu.ly
	PlatypusTV
	SemanticMD
5:50 - 6:00pm	StylePuzzle
	Judges Deliberation
	SSM Champ Announced
	Celebration

## Coaches

**Tim Hayden (Head Coach)** is the Director of the Center for Entrepreneurship at Saint Louis University and a Senior Adjunct Professor in Entrepreneurship and Sports Business. Tim has founded several companies including FanzLive social media entertainment mobile development company; Vivid Sky, which created one of the first mobile applications for sports fans to access instant replays, stats, and infographics through their mobile devices.

**Bud Albers** was the EVP & CTO for the Walt Disney Company and was the first CTO for Getty Images, which is one of the world's largest stock photo companies.

**Ron Roy** was a co-founder of the landmark Internet fan club, UltraStar and founded Rock 'n Roll's only wine company — Wines That Rock.

**Judy Sindecuse** is founder and CEO of Bride and Groom Magazine and brideandgroom.com; and was a founder of a printing company and a real estate development firm. She is now Co-founder and Managing Partner of Capital Innovators.

**Derek Weber** has transformed his college t-shirt business into goBRANDgo!, one of the nation's leading strategic branding and marketing firms for entrepreneurs. Derek co-founded the go!-celerator.