



7<sup>TH</sup> ANNUAL  
UNIVERSITY OF MARYLAND HONORS COLLEGE  
Entrepreneurship & Innovation Program  
Capstone Symposium



**Congratulations to  
all of our students!**

**Monday, May 10, 2021  
5-8:30 p.m.**

**ONLINE!**

  
**A. JAMES CLARK**  
SCHOOL OF ENGINEERING  
MARYLAND TECHNOLOGY  
ENTERPRISE INSTITUTE

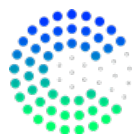






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## AGENDA

Honors College  
Entrepreneurship & Innovation Program  
Capstone Symposium  
May 10, 2021

5:00-5:10 p.m.

### WELCOME

5:10-5:50 p.m.

### PRESENTATIONS, PART 1

InteGreat Edu  
Restore the Shore  
Together Diabetes  
HassleFree Housing  
Monark Cybersecurity

5:50-6:00 p.m.

### BREAK

6:00-6:50 p.m.

### PRESENTATIONS, PART 2

Catalyst Prep  
HeartToHeart  
Nile  
Skyline Fleets  
Future Female CEOs  
Trajectory

6:50-7:00 p.m.

### BREAK

7:00-7:45 p.m.

### PRESENTATIONS, PART 3

Care Plate  
Music Masters  
Solus Recreational  
Bitsy Box  
Easy Financial Literacy

7:45-8:00 p.m.

### BREAK

8:00-8:30 p.m.

### AWARD PRESENTATIONS & CLOSING REMARKS



## About the Honors College Entrepreneurship & Innovation Program

The Entrepreneurship and Innovation Program (EIP) provides University of Maryland Honors College freshmen and sophomores with an interdisciplinary, living and learning education to help build the entrepreneurial mindsets, skill sets, and relationships invaluable to developing innovative, impactful solutions to today's problems.

A joint program of the Honors College and the Maryland Technology Enterprise Institute (Mtech), EIP has a proven pedigree of successful creativity and innovation-related education and achievement. Mtech has been a leading force in entrepreneurial education and innovation for more than 30 years. EIP is based directly on Mtech's groundbreaking Hinman CEOs program, the first undergraduate living-learning entrepreneurship program in the United States. EIP students have access to Mtech's venture development resources and activities, as well as those specifically designated for EIP and the Honors College.

## Program Staff



**Jay A. Smith**, *Director, Honors College Entrepreneurship & Innovation Program*

Jay is the inaugural Director of the Entrepreneurship and Innovation Program, which launched in 2010. He manages its operational aspects and teaches and mentors the living-learning student community members. Jay has over 30 years of experience with entrepreneurship and innovation as an educator, company founder, investment banker, and consultant in the U.S. and abroad. He holds an M.B.A. from Harvard University and a B.A. with majors in Economics and Physics from Rutgers University.



**Katherine Zmoda**, *Program Specialist, Honors College Entrepreneurship & Innovation Program*

Katherine serves as Specialist for EIP and supports program activities, student involvement and academic planning, marketing, partnerships and general administration, and advises on general strategy. She is a 2018 Honors College, EIP graduate from the University of Maryland with majors in Marketing and Management and a minor in Spanish. As a student, she completed the Social Innovation Fellows (SIF) program at the Robert H. Smith School of Business and worked as teaching assistant for the program, assisting students in developing their understanding of social value creation through business practices.



**Dr. Peter Sandborn**, *Executive Director, Maryland Technology Enterprise Institute (Mtech), Professor, Mechanical Engineering, and Faculty Director, Honors College Entrepreneurship & Innovation Program*

Dr. Peter Sandborn joined the University of Maryland in 1998, where he is currently the Executive Director of the Maryland Technology Enterprise Institute (Mtech), a Professor of Mechanical Engineering, and the Faculty Director of EIP. Prior to joining the university, Dr. Sandborn held positions at the Microelectronics and Computer Technology Corporation (MCC) and Savantage, Inc. He earned his B.S. in Engineering Physics from the University of Colorado in 1982, an M.S degree in Electrical Science and Ph.D. in Electrical Engineering from the University of Michigan in 1983 and 1987, respectively.



**John Jabara**, *Lecturer*

John is a Lecturer in entrepreneurship at the University of Maryland teaching both undergraduate and graduate courses. He also teaches Executive Education and is an Entrepreneur in Residence at the Georgetown University McDonough School of Business. Prior to this, John founded Savenia Labs and was selected as the 2013 Maryland Clean Energy Entrepreneur of Year. He has over 22 years of international management experience as a global executive with GlaxoSmithKline. John holds an M.S. in International Management from the London School of Business, and a B.A. in International Relations, Economics & East Asian Languages from USC.



**Le-Marie Thompson**, *Lecturer*

Le-Marie is the Founder and CEO of Nettadona LLC, and was selected by *Fast Company* magazine as one of the 100 Most Creative People in Business and Social Good. She has ten years of experience with global 100 telecom companies and 5 years experience with innovative education programs. She holds an M.A. in Communication, Culture and Technology from Georgetown University and a B.S. in Electrical Engineering from the University of Maryland.



## JUDGES PANEL



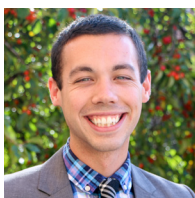
**Timothy Chen '19**

*Software Engineer, Google*

Tim Chen's experience revolves around web development, event management & logistics, and video production. He is currently a software engineer working at Google, with a focus on fullstack, user-facing features, primarily for Google Docs. Prior to that, he

was an intern both for Google and at Lyft.

Tim is a 2019 graduate from the University of Maryland with degrees in Computer Science and finance. While at UMD, Tim was a part of the 2015 EIP cohort, a Terp Tank award winner, and a member of QUEST. He also taught two STIC courses (Fullstack Web Development and The Coding Interview). Outside of academics, Tim dedicated a large portion of time towards organizing Bitcamp and Technica at UMD, two of the largest hackathons in the nation.



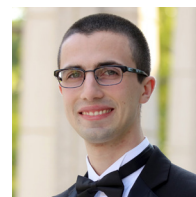
**Ryan Elza '13, MPS '16**

*VP, Innovation & Technology, Volunteers of America National Services*

Ryan Elza is the Vice President for Innovation and Technology at Volunteers of America National Services (VOANS), a wholly controlled nonprofit subsidiary of Volunteers of America. National

Services is organized and operated to "advance, support, promote and administer health, housing and supportive services" in pursuit of the objectives of Volunteers of America. National Services employs more than 3,000 professionals across the country to operate its housing and health care programs. Ryan has an extensive background in the social determinants of health, design thinking, and civic engagement. He is a recognized subject matter expert on social isolation and voice first design for older adults and has been at the frontier of developing voice first solutions for low-income older adults. Ryan is a trained anthropologist, has a master's degree in technology entrepreneurship from the University of Maryland, and is an avid mentor to students and startups at various stages of development.

Prior to joining VOANS, Ryan served as the Social Entrepreneur in Residence for Social Connectedness at AARP Foundation and led AARP Foundation's social isolation and digital inclusion work. He developed and launched several initiatives during his tenure at AARP Foundation, including the Connect2Affect Connected Communities program, the Connect2Affect My Activity Center, and a public-private initiative with the Administration for Community Living and other federal agencies to launch the National Coordinating Center for Social Isolation. Previously, he served as the Program Management Specialist and adjunct professor for the national award-winning Honors College Entrepreneurship & Innovation Program (EIP) at the University of Maryland and worked at The Advisory Board Company on their performance technology team helping health systems implement transformational solutions.



**Matthew Locastro '15**

*Co-Founder, Locastro Design*

Matthew Locastro founded an award-winning media company, Locastro Design, LLC, in 2012. While raising capital for 8-figure feature film budgets, Matthew leveraged his strategic media insight and relationships with family offices and high net-worth

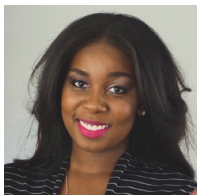
individuals to expand his core mission to include business transactions. Matthew co-founded a transaction group called Global Vantage Capital Next Gen and built a global team that took the company from inception to 7-figures in revenue in under six months.

Matthew's unscripted media content has won film festivals, a Murrow, and four National Capital Emmys. Matthew is currently producing two feature film projects with estimated budgets of \$20 and \$30 million. He is a partner in TXN Advisors, where he engages in transactions and advises clients on effective business storytelling. Matthew graduated in 2015 from the University of Maryland with a Bachelor of Science in Mathematics.





## JUDGES PANEL



### **Brittany McCoy '16**

#### ***Digital Marketing Manager, Ambi***

With over 10 years in the retail industry focusing on luxury fashion and beauty, Brittany currently serves as the Digital Marketing Manager for Ambi Skincare, Acne Free, and Baxter of California. She is responsible for managing the digital experience

across all D2C channels. She also oversees digital marketing campaigns for social, paid search, affiliate, and email marketing.

Prior to joining Ambi, Brittany was an Ecommerce Manager at Bluemercury, where she led strategic site merchandising efforts for new products and brand launches. She also founded her own luxury womenswear brand, Brittany Christina Collection. Her designs have been featured on the runways of DC Fashion Week and New York Fashion Week.

Brittany studied Marketing & Supply Chain Management, graduating from the Robert H. Smith School of Business in 2016. She was a member of the 2012 cohort of the Entrepreneurship and Innovation Honors Program.



### **Brooke Nesselt '19**

#### ***Analyst, Deloitte***

Since graduating from the University of Maryland, Brooke has worked as a Strategy Business Analyst at Deloitte Consulting. She has worked specifically within the Travel and Hospitality sector, helping companies strategically shift their business models to

meet the new demands of consumers during the pandemic and prepare for the "next normal." Most recently, Brooke has been working in the intersection of technology and strategy, helping companies pioneer digital transformations to pivot their offerings and prepare for growth.

During her time at UMD, Brooke studied Mechanical Engineering. Though she often frequented the Engineering buildings, her true home on campus was in LaPlata hall,

where she met and lived with her life-long friends from EIP (#LP3), and eventually spent her afternoons in the EIP Office and LaPlata multipurpose room preparing for EIP classes as a Teaching Assistant.



### **Ashmi Sheth '14**

#### ***Candidate for Congress, NY 10th District***

Ashmi Sheth is running for US Congress (NY-10) against an incumbent who has been there for 30+ years. The Ashmi for Congress team has 45 incredible people and has crowd-sourced ideas from thousands more on how to improve

government, turning community ideas into policy proposals at [ashmiforcongress.com/community/](https://ashmiforcongress.com/community/). Grassroots campaigns are all about entrepreneurialism and EIP was foundational to teach Ashmi how to take risks, have a voice, and stay resourceful and focused.

Ashmi is a first generation American who has worked in the private (PwC), nonprofit (Bipartisan Policy Center), and public (Federal Reserve) sectors. She has a masters from Columbia University in public policy and graduated early from the University of Maryland with two degrees, a B.S. in Finance and a B.A. in Government & Politics. Ashmi wants to empower people to be brave, take risks, and participate in government.

## **SPECIAL THANKS TO OUR TEACHING ASSISTANTS:**

**Bryce Dubayah**

**Pranusha Karedy**

**Gloria Ngo**



## TEAM ABSTRACTS



### Bitsy Box

**Team Members:** *Eric Garvey, Ian Rosenthal, Jessica Strongin*

**Business Concept:** Bitsy Box is an experiential learning subscription service that provides infants and toddlers with educationally enriching toys and digital activities to develop motor skills and creativity. Our digital device with built-in activities and themed packages are designed to engage both parents and children in the learning process.



### CarePlate

**Team Members:** *Rodrigo Ferreira, Matteo Marchi, Kasim Shafique*

**Business Concept:** CarePlate is a nutritional

monitoring product that allows nursing home staff to quickly and accurately track the daily nutrients of Alzheimer's patients. We help reduce malnutrition by up to 50% and increase patient well-being in living care facilities by providing more detailed nutritional intake information to nursing home workers.



### Catalyst Prep

**Team Members:** *Simon Barn, Abdul Butt, Sridhar Ganti*

**Business Concept:** Catalyst Prep is an affordable college and career consulting service whose goal is to provide

quality consulting to high school students in the lower middle-class. With Catalyst Prep, we help students enroll in their top-choice schools, earn more scholarships, create well-developed career plans, and save money for other critical expenses.



### Easy Financial Literacy (EFL)

**Team Members:** *Brandon Budoo, Scott Kaplan, Santiago Lazo*

**Business Concept:** EFL provides an app for Hispanic immigrants to improve financial literacy, utilize the

American banking system, and gain more skills in effective personal financial management. Greater financial security and understanding has been shown to improve overall mental health and stress levels.



### Future Female CEOs

**Team Members:** *Megan Belliveau, Kaitlyn Ng, Sandeep Ramesh*

**Business Concept:** We provide camps and events to

teach, inspire, and prepare middle and high school girls with business leadership competencies to set them up for success in business school and beyond. Our goal is to not only see more young women pursue careers in business, but also to advance to business leadership positions.



### HassleFree Housing

**Team Members:** *Christopher Agritellis, Sam Nordheimer, Kairo Ofusu-Ameyaw*

**Business Concept:** HassleFree Housing is a web service designed

to assist college students with their search for affordable, off-campus housing. Through HassleFree Housing, students can save money, cut down on driving, and increase community vitality of neighborhoods near college campuses.



### HeartToHeart

**Team Members:** *Melanie Danso, Rhea Tiwari*

**Business Concept:** HeartToHeart provides African-American women who have heart disease or diabetes with an easy and

reliable way to track their medications, receive medication deliveries, and consult with African-American pharmacists. Our goal is to increase medication adherence in the community and provide women with trusted health professionals who personally understand their medical and personal needs.



### InteGreat Edu

**Team Members:** *Nikki Emamian, Nina Joshi, Ishaan Kapur*

**Business Concept:** InteGreat Edu is a new integrated

learning platform that strives to increase classroom engagement through an exciting curriculum and empathetic guest speakers, leading to higher graduation rates. Our program provides students with the skills necessary to succeed in high school and beyond.



## TEAM ABSTRACTS



### Monark Cybersecurity

**Team Members:** *Jared Gresen, Rowit Tiwari, Ritesh Verma*

**Business Concept:** Monark Cybersecurity provides threat prevention and cybersecurity consulting to essential utility facilities in America to ensure the safety and security of the public from cyber attacks, terrorism, and warfare. We also save utility companies money and risk from potential attacks, fines, and lawsuits resulting from cyber interference.



### Music Masters

**Team Members:** *AJ Accad, Khephren Andrews, Samuel Guzzone*

**Business Concept:** Music Masters provides an online music venue where local bands can perform and support the community. We help music programs reach students by providing them a portion of our profits and showcasing local talent. We also help local bands and performers make money and expand their reach by allowing them to perform for a wider audience than they could normally attain.



### Nile

#### Nile

**Team Members:** *Jayson Davis, Mihika Kulkarni, Tasin Mashriqi*

**Business Concept:** Nile provides curated book sets catered to your child's developmental stage to supplement their education. We use a portion of the profits from each set we sell to give a book to a child in an underserved community, so children of all backgrounds can experience the power of books and the stories they tell.



### Restore the Shore

**Team Members:** *Joseph Anderson, Chase Blum, Derrick Sanders*

**Business Concept:** At Restore the Shore, we convert poultry litter from the Eastern Shore of Maryland into organic fertilizer which is sold to homeowners across the mid-Atlantic region to improve their lawn health while decreasing phosphorus and nitrogen runoff into the Chesapeake Bay.



### Skyline Fleets

**Team Members:** *Martin Jauquet, Shahab Mastori, Bryan Roeper*

**Business Concept:** We provide corporate bike-fleet distribution and management services, offering high-quality bikes and impeccable customer service. Our environmentally-friendly transportation solutions help curb corporate carbon emissions while also promoting employee well-being.



### Solus Recreational Systems

**Team Members:** *Lily Qiu, Ronak Thakur, Anthony Yao*

**Business Concept:** Solus Recreational Systems designs customizable solar panel products for recreational areas. We currently focus on constructing non-intrusive solar panel canopies that power pool filters— saving pool operators money and reducing carbon emissions in the long run.



### Together Diabetes

**Team Members:** *Jessica Boetticher, Raashi Dewan, Jasmine Parekh, Aislinn Verma*

**Business Concept:** Together Diabetes is an interactive, healthy eating e-community that helps manage or reverse prediabetes diagnoses in adults. Our app focuses on lowering A1C levels, leading to reduced risk of diabetes-related organ damage, pre/postnatal complications, and improved mental health. Together, we can fight diabetes to be our best selves.



### Trajectory

**Team Members:** *Joana Chen, Alex Kim-Koutsis, Connie Shen*

**Business Concept:** Trajectory provides high schools with personalized career-readiness information services for students who are unsure of what future college major or professional career they want to pursue. Our resources help students more quickly find their professional passion and learn how to build solid experiences to become exceptional candidates in college and job applications.





## AWARDS

As a requirement of the capstone course of the Honors College Entrepreneurship and Innovation Program, teams are expected to develop a for-profit business plan that has multiple-bottom lines of profitability and social and/or environmental impact. Teams have four minutes to present their concept to a panel of expert judges and public audience at the “Terp Tank” Capstone Symposium. All sophomore students and teams participate and are eligible for the awards.

### **“Ready to Launch” Team Presentation Award** - \$2,500

This award recognizes the team with the most compelling plan for a viable business opportunity and sustainable business model. The winner appears ready and able to launch their venture with a clear vision for the use of funds to achieve a significant measurable milestone in their launch. This award is voted on by the panel of judges and is generously supported by Corcentric.

### **Outstanding Team Presentation Award** - \$1,000

This award is based on a team’s overall concept, content, creativity, clarity and style as voted on by the panel of judges. This award is generously supported by Telesis Partners.

### **Most Innovative Idea Award** - \$1,000

This award is given to the team with the most innovative solution to address their overall mission. It is awarded based on both the creativity and viability of the idea in relation to the problem and is voted on by the panel of judges. This award is generously supported by the Maryland Technology Enterprise Institute (Mtech).

### **Audience Choice Award** - \$500

This prize is given to the team that receives the greatest number of votes from the audience during the Capstone Symposium. The award is generously supported by Stephanie and Luke Catherine.

### **“Do Good Now” Social Impact Award** - \$500

This award is given to the team that clearly defined a large social problem and their associated social and/or environmental impact. It is awarded based on creativity, leverage, and potential impact and is selected by the panel of judges. This award is generously supported by the Do Good Institute.

### **Outstanding Capstone Entrepreneur Award** - \$250

This award is presented to a student who has been intellectually engaged and highly involved in his or her EIP capstone team. The award goes beyond the normal leadership behavior of organizing the group, motivating members, and running meetings. Nominees for this award are students who have taken the intellectual leadership role and have served as a driving force behind the topic and content of the research. We strive to give the award to a student who demonstrated passion for the team’s topic and was truly engaged in the subject matter. The recipient of this award is selected by program staff and course instructors. The award is generously supported by MyFridgeRental.com.

### **Outstanding Team Leader Award** - \$250

This award recognizes a student who has demonstrated excellent organizational, interpersonal, and communication skills and has played a key role in clearly motivating his or her team over the past semester. Each team has the opportunity to nominate a team leader for this award. The recipient is selected by program staff and course instructors. This award is generously supported by MyFridgeRental.com.

