

nfte! WEST: BAY AREA YOUTH ENTREPRENEURSHIP CHALLENGE

The Road to Nationals **May 17, 2022**

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Welcome

Hello NFTE Family!

It's my tremendous honor to welcome you to the 2022 Bay Area Youth Entrepreneurship Challenge!

Today, we celebrate the brave, young souls who have had enough courage to get out of their comfort zone and share their vision of how they could make the world a better place through business. Now THAT is something to celebrate!

We're currently living in a time when youth entrepreneurship has never mattered more. Our world is in the middle of some very large shifts: in culture, economics, politics and environment -- and the young entrepreneurs of today will become the job creators, culture setters, policy makers and environment savers of tomorrow. But -- no matter how visionary an entrepreneur may be -- they can't do it alone. It truly takes a village. From our families, team members, teachers, mentors, partners, customers, vendors and communities -- the amount of people that are needed to support every entrepreneur is significant. So, on behalf of the entire NFTE team, staff, teachers, mentors, sponsors and board members -- we thank YOU for your love, support and encouragement for these young entrepreneurs. Without this, entrepreneurs couldn't exist. It's because of your support that these entrepreneurs believe in themselves, their visions and that they can fundamentally make the world a better place through business.

And let's not forget that how hard it is at ANY age to put yourself out there and be vulnerable -- so, a quick note of encouragement to my fellow entrepreneurs:

GREAT JOB!!! What you're doing in the world matters. Your vision matters. Your entrepreneurial spirit matters. Your unstoppable mindset matters. Your impact in the world matters. Your business matters. The only thing that does NOT matter is if you win or lose tonight -- because it's all about what you LEARN and how you then apply those learnings to your next step forward. You see, as entrepreneurs it's our JOB to learn how to reframe the negatives into positives and be the eternal optimists, no matter the odds! Because if we don't, who will? We must truly embody the saying of "you win some, you learn some" and understand that entrepreneurship is just a series of learnings, all stacked on top of each other that become the eventual foundation for our success. So if you take one thing from tonight's experience, it's not about winning -- it's all about learning! Never let your thirst for learning dry up -- it's the rocket fuel to success in business and in life. So, here's to you! To your visions! To your businesses! And to your learnings!

With love & gratitude,

Brent Freeman
NFTE Bay Area Board Chair & Serial Entrepreneur

Agenda

NFTE Bay Area Youth Entrepreneurship Challenge Finals Tuesday, May 17, 2022

Emcee	Jyoti Rani, NFTE Class of 2020 <i>UC Berkeley EECS & Business student</i>
Judges	Norma LaRosa, Stealth Impact Lab Grant Lewis, Zuora Ruben Resendiz, adHere, Inc. Staish Subramanian, Granite Solutions Groupe
Finalists	Seed-It's - Martin Luu & Carmen Ng – Abraham Lincoln High School CredX - Abhinav Gorrepati – Silver Creek High School Crystal Clear - Aaron Chen & Devaury Alemu – Abraham Lincoln High School
Volunteer Awards	Kim Small, NFTE West Executive Director
Special Guest	Andrew Luong, Co-Founder & CEO, Doorvest speaks with Charles Miller, NFTE Volunteer & Program Coord.
EY Scholarship	Sarah Matthews, EY and NFTE Bay Area Advisory Board
Closing	Dr. J.D. LaRock, NFTE President & CEO



Whose tomorrow will you change today?

We are committed to helping underserved students develop the entrepreneurial mindsets and skills needed to thrive in the working world of tomorrow.

Learn more at ey.com/us/cr

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The better the question. The better the answer.
The better the world works.

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Student Finalists

Seed-It's

Martin Luu & Carmen Ng – Abraham Lincoln High School

“With the world becoming more indoors, our goal is to refocus attention and beauty on the earth. Seed-Its hopes to bring more inspiration into the world through improved communication, organization, and creative expression.”

Our product is a pack of plantable and biodegradable sticky notes. The notes are made of recycled newspapers and seeds. It has two purposes: it may be used as a writing pad and can be planted to grow flowers. Seed-Its are also available in various colors, sizes, and seed types.

CredX

Abhinav Gorrepati – Silver Creek High School

Financial literacy is an incredibly important part of our lives, but many students often struggle with learning key financial skills. Almost 1 in every 5 students across the country lacks access to basic financial education, and many more teens and students suffer from a severe lack of financial confidence. The need for stronger, better, and more comprehensive financial education in our society is more apparent than ever, and we, as a society, need to rethink how we help students learn about finance.

CredX is a platform that makes financial education fun, engaging, and rewarding for students by teaching complex financial topics through entertaining games and rewarding activities. CredX's unique activities and entertaining content makes it easier for students to learn key financial skills, and build their financial confidence in a fun and rewarding space.

Crystal Clear

Aaron Chen & Devaury Alemu – Abraham Lincoln High School

With the world still in a pandemic, and some might say a state of hysteria with Covid-19 in effect, our goal is to focus on ending this pandemic, efficiently, and effectively. We also strive to prevent disease and promote a healthy community through community engagement, education, regulation, and partnerships.

Surgical masks, which are widely used, have significant problems. When you speak or participate in sports, for example, your mask will become moist. Furthermore, many people note that wearing a mask for an extended amount of time causes them pain in their ears. This plastic mask can help prevent Covid while keeping you comfortable, and it's also recyclable. The mask will fit 99% of people, but the aluminum nose bridge makes it so it will bend to any nose. No matter what your facial form is, the bending metal provides for a comfortable fit.

Judges

Norma LaRosa

Executive Director
Stealth Impact Lab

Norma LaRosa is the Executive Director at Stealth Impact Lab, a 501c3 of Stealth Venture Labs Inc. where she is a founding member. Norma oversees the Impact Lab's e-Commerce Entrepreneur Academy for inner city and underserved teens.



As a serial entrepreneur, Norma founded several companies and was a founding team member in six other startups. She was President and founder of Roozt.com, an online marketplace for socially responsible brands; CEO and founder of Quadrix Partners, an Executive management consultancy on behalf of investors and executive teams; and President and Founder at Kensington Group, Inc. a global, high influence benchmarking and consultancy that drove large revenues for global clients.

Norma's passion to create meaningful impact has been an underlying theme throughout her life: e.g., as a Board member, mentor, and instructor at the Venture Greenhouse, a green hybrid accelerator; as Africa Program Director in Ethiopia and fundraiser for Cross Cultural Journeys Foundation, San Francisco Board member and fundraiser for Women for Women International helping women to become entrepreneurs and thrive in war-torn countries; and recently as a consultant in Jordan for the Jordanian Human Development Organization, an entrepreneurial venture to support 56 resource centers there.

Grant Lewis

Head of Startup Business Development & GTM Strategy
Zuora

Grant Lewis is the Head of Startup Business Development & GTM Strategy at Zuora. Grant brings more than 15 years of experience in developing and realizing growth from initiatives that span from launching new products and routes to markets to acquisitions and partnerships. Most recently, Grant served as the Head of Global Partner Strategy at Google Cloud. Prior to Google, Grant was a Director of Business Development at Box where he contributed to Box's successful IPO and before Box Grant provided M&A and restructuring advisory services at Greenhill & Co. and then at Lazard Freres. Grant has a Bachelor's degree in Economics from Stanford University and a MBA from the University of Chicago Booth School of Business.



Proud to do our part to help bright minds achieve bright futures.

NFTE is dedicated to empowering students and giving them a chance at a brighter future.

An idea we can all get behind.

At Citi, we commend NFTE on their efforts and are pleased to support their invaluable work.

Citi Foundation



Judges, cont'd.

Ruben Resendiz Founder and President *adHere, Inc.*



Ruben Resendiz is the founder and President of the fastest growing education lead generation firm, adHere, Inc., in the US. adHere helps universities and colleges in the US find prospective students that are interested in attending their schools. adHere has over 20 full time employees and over 20 contractors but it all started with Ruben as a sole founder of the company.

Ruben is a first-generation entrepreneur that comes from a disadvantaged background. No one in his family ever built businesses or even attended college before him. He grew up in a middle-class family on the east side of San Jose, which many would say is the wrong side of the tracks. He has been on food stamps and is most proud of building his business as a single father. Ruben started his business with \$300 of his own money and bootstrapped it to now being listed by Inc Magazine as the fastest growing company in America. He is now on a mission to inspire others to look at his situation that he came from and realize that they can make their dreams and goals come true as well.

Satish Subramanian Executive Director *Granite Solutions Groupe*



Satish Subramanian, an Executive Director at Granite Solutions Groupe, is a digital and business transformation expert, seasoned practitioner, executive trainer, thought leader, and speaker.

His 30 plus consulting leadership has resulted in tangible value creation for F500 companies in the financial services, health care, high tech, and manufacturing sectors.

Satish's multi-edition book on Transforming Business has received rave reviews globally.

He has held executive-level positions at Ernst & Young, Infosys, Point B, SolomonEdwards, and Cambridge Technology Partners. He has advised companies on transformation, digital, strategy, operations, agile, and strategic change and delivered sustainable results.

As an Adjunct Faculty at Golden Gate University's School of Business, Satish teaches graduate-level course in Portfolio and Program Management.

He holds a BS in Industrial Engineering and MBA in MIS. He is Program, Project, and Change Management certified.

Satish's non-work interests include long distance day hikes, backpacking, camping, playing cricket, family time, traveling, watching Bollywood movies, and community volunteering.

Master of Ceremonies

Jyoti Rani

UC Berkeley EECS & Business

NFTE Class of 2020

Jyoti Rani is a Regents scholar in UC Berkeley's Management Entrepreneurship & Technology program dual majoring in Electrical Engineering & Computer Science + Business. She is passionate about applying entrepreneurial technology to create innovative impact, and has varied interests in quantum computing, blockchain, and artificial intelligence.



In high school she co-founded code4tomorrow.org, a STEM education nonprofit, and currently serves as Chief of Growth for the quantum education platform Qmunity.tech.

Guest Speakers

Andrew Luong

Co-Founder and CEO

Doorvest

Andrew Luong is the co-founder of Doorvest, a venture-backed startup advancing financial security for all. Andrew is also a real estate investor, and Realtor. With a passion for all things technology and personal finance, Andrew created Doorvest to enable everyone to access to financial security through investing in the \$4.2 trillion single-family rental market.



We are proud to support the next generation of innovators in their pursuits to achieving their entrepreneurial dreams!

MARY KAY

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Network for Teaching
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NFTE West - Bay Area Advisory Board

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Scott Johnston, Docker, Inc.

Jasmine Lawrence, EDEN BodyWorks & Everyday Robots

Sarah Matthews, EY

Ruben Resendiz, adHere, Inc.



SEAN MINOR®

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Volunteers of the Year

We are immensely grateful to all of our volunteers. This year, congratulations to our **Individual Volunteer of the Year, Amar Aujla**, Vice President of Business Technology at Salesforce! A true ambassador of NFTE and the entrepreneurial mindset. Amar has been a dedicated advocate for NFTE Bay Area, especially as a coordinator of mentorship for our Entrepreneurship 2 program. He dedicates his time, resources, and talents to advance and support NFTE students, staff, and teachers. He feels genuinely connected to the mission as an MBA Haas Graduate and brings years of experience with 20+ years of corporate experience in the tech industry and specialization strategy, operations, program & product leadership.

And congratulations to our **Corporate Volunteer of the Year, Bank of the West**. Since 2008, NFTE and Bank of the West have been forging a strong partnership in support of entrepreneurial education in underrepresented communities of color in the Bay Area and LA Metro area. During this time, they have provided entrepreneurial pathway resources, startup capital, and access to strong mentorship for many young people. In addition, Bank of the West and NFTE have facilitated financial literacy workshops & most notably the World Series of Innovation, building upon the UN's sustainability goals and empowering our young leaders of tomorrow to tackle these tough challenges head on.



BANK OF THE WEST
BNP PARIBAS

Get Involved

Learn more about NFTE

Network for Teaching Entrepreneurship (NFTE)'s mission is to activate the entrepreneurial mindset and build start-up skills in youth from under-resourced communities to ensure their success and to create a more vibrant society. As a global nonprofit organization, NFTE provides high-quality entrepreneurship education to middle and high school students from under-resourced communities, as well as programs for college students and adults. NFTE reaches 50,000+ students annually in 25 states across the U.S. and offers programs in 20 additional countries. We have educated more than a million students through in-school, out-of-school, college, and summer camp programs, offered in person and online. To learn more about how we are promoting inclusive capitalism and building the next generation of diverse entrepreneurs, visit www.nfte.com.

[JOIN OUR VOLUNTEER COMMUNITY! CLICK HERE TO REGISTER](#)

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Thanks to the commitment of NFTE's national donors, an increasing number of young people are prepared with the entrepreneurial mindset and startup skills required to succeed in today's innovation economy.

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