

nfte! MID-ATLANTIC: NY METRO YOUTH ENTREPRENEURSHIP CHALLENGE

The Road to Nationals **June 16, 2022**

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Welcome

Dear NFTE Family,

Welcome to the NFTE New York Metro Youth Entrepreneurship Challenge Finals, part of our youth business competition series here in the Mid-Atlantic Region. We come together tonight to celebrate our amazing young entrepreneurs, as well as their teachers and school leaders, who prioritize entrepreneurship education in their communities and work with us to help develop the next generation of entrepreneurial leaders.

The Network for Teaching Entrepreneurship (NFTE)'s mission is to activate the entrepreneurial mindset and build startup skills in an entire generation of young people. Now, more than ever, it is critically important for us to build the next generation of thinkers, makers, and problem solvers. This became even more evident as we battled a once in a lifetime global pandemic and worked hard to create a more racially just society. Throughout this year of historic challenges, NFTE Mid-Atlantic has worked together with our educators, students, coaches, and partners, to make sure our entrepreneurial learners could continue to build their skills and become our future workforce.

It's our first time bringing this NFTE community together in over two years, and we hope tonight both inspires and motivates you all to action. More young entrepreneurs here in our region need our program. So, if you were captivated tonight by our students, take action-volunteer, donate, get your company involved, or reach out to the Mid-Atlantic team to schedule a time to chat. Join us in our movement to help students recognize how to use their knowledge, maximize their potential, and become creators.

We want to take a moment to recognize our educators for their fearless dedication to our students throughout this year. We could not accomplish all we do without you. We also want to take a moment to thank our volunteer coaches and corporate and individual partners who have continued to support NFTE's work despite the ever-changing economy. And last but definitely not least, we congratulate all of today's competitors for all the hard work and dedication it has taken to get to the NFTE Youth Entrepreneurship Challenge Finals. We are so proud of all of you!

With Appreciation and Gratitude,

NFTE Mid-Atlantic Team

Peter Johnson, Director of Development, Mid-Atlantic
Julianne Kasper, Lead Program Associate, Mid-Atlantic
Robert Piercey, Regional Director, Mid-Atlantic

Agenda

NFTE Mid-Atlantic: New York Metro Youth Entrepreneurship Challenge

Thursday, June 16, 2022

Welcome Robert Piercey, **Regional Director, NFTE Mid-Atlantic**
Antuan Santana, **Microsoft** and NFTE NY Metro Advisory Board
Peter Johnson, **Development Director, NFTE Mid-Atlantic**

EY EOY Scholarship announcement
Noelle Calautti, **EY** and NFTE NY Metro Advisory Board

Alumni Emcee Nashitat Chowdhury, **NFTE Class of 2019**

VIP Judges Kyle Bolden, **EY**
Jonathan Bowles, **Center for an Urban Future**
Jimmy Chow, **Mastercard**
Pam Habner, **Citibank** and NFTE Board of Directors
Yajaira Lopez, **Santander** and NFTE NY Metro Advisory Board

Finalists
Your Pick-Nic -
Nelly Caceres – Academy of Finance and Enterprise
DesiRoots -
Sankalpa Hegde – Academy of Finance and Enterprise
SnackScan -
Eleanor Donohue and Lucas Giantomidis – Westhill High School
Gourmet Guider -
Rania Gaston – Academy of Finance and Enterprise

Corporate and Individual Volunteer of the Year Awards
Riskified
Judy Stewart, Creative Sense, Inc.

Meet a NFTE Teacher
Lorena Izzo, **Academy of Finance and Enterprise**

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

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

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Student Finalists

Nelly Caceres - Your Pick-Nic, *Academy of Finance and Enterprise (Queens, NY)*
Your Pick-Nic offers an unforgettable, luxurious picnic experience with beautiful pieces of picnic furniture and a broad selection of food choices, as well as set-up and clean-up service and a selection of themes.

Sankalpa Hedge - DesiRoots, *Academy of Finance and Enterprise (Queens, NY)*
DesiRoots is a skincare line specializing in ayurvedic medicine, using natural ingredients that are a staple in Ayurvedic skincare such as turmeric, and besan (chickpea flour).

Eleanor Donohue & Lucas Giantomidis - SnackScan, *Westhill High School (Stamford, CT)*
SnackScan is a nutrition label scanner app that pulls up environmental information and health information about each ingredient in a product, providing users with the information they need to prevent health risks and lower their ecological footprint.

Rania Gaston - Gourmet Guider, *Academy of Finance and Enterprise (Queens, NY)*
Gourmet Guider is an app that helps those with dietary limitations create recipes made especially just for them, and includes features such as grocery store finders, tutorial videos, and subscription boxes.



Judges

Kyle Bolden, CPA
Partner
Real Estate, Hospitality & Construction
EY



As a partner with more than 24 years of experience across start-ups and multibillion dollar organizations, Kyle has worked on several leading real estate IPOs and has advised numerous public and private companies on complex SEC matters, capital market transactions, private placements, business combinations and divestitures.

In his current role, serving as the Real Estate, Hospitality, and Construction (RHC) sector's Industry Leader, Kyle drives EY's business performance in a highly competitive industry. He oversees strategy, advises c-suite real estate executives, and provides counsel to boards and investors on key business issues, such as climate and sustainability, talent management, cybersecurity, emerging technologies, and customer relationships.

Kyle is also EY's RHC Private Leader, a role in which serves as an advisor to ambitious CEOs, owners, and entrepreneurs of leading private and family enterprises.

Kyle is also a Relationship Ambassador for EY's Entrepreneurs Access Network, an immersive business accelerator for diverse entrepreneurs.

Jimmy Chow
Director, Community Relations
Mastercard



Jimmy Chow is Director of Community Relations at Mastercard. In this role he helps promote financial empowerment and equity among underserved communities through literacy, resources, and access to electronic payments technology via the Master Your Card community empowerment program.

The Master Your Card program is Mastercard's community empowerment program aimed at achieving financial inclusion for underserved communities. Through joint efforts with Mastercard employees and committed industry partners, they enable financial equity for all through access to education, resources and best-in-class electronic payments technology.

Jimmy joined Mastercard in 2016, as Manager of Global Talent Development. In this role, he was responsible for identifying, creating and deploying learning opportunities for all Mastercard employees and people managers. Some areas he was responsible for included the new hire onboarding experience, professional skills to enhance employee performance and career readiness, creation of a people manager curriculum, and reporting and data analytics to enhance effectiveness and impact of Mastercard's learning programs.

Judges, *continued*

Jonathan Bowles **Executive Director**

Center for an Urban Future

Jonathan Bowles is Executive Director of the Center for an Urban Future, a leading NYC-based think tank that focuses on expanding economic opportunity in New York City. During his 21 years at the organization, he has been the architect of the Center's policy agenda and is responsible for making it one of New York's most innovative and influential policy groups. His research has focused on a range of topics that are important to New York's future, including spurring more middle class jobs, boosting community college graduation rates, expanding access to tech careers, upgrading the city's aging infrastructure, and scaling up more of the city's small businesses.



Jonathan co-chaired the Economy and Jobs subcommittee of Mayor-Elect de Blasio's transition committee, and was more recently a member of Mayor-Elect Adams' transition committee.

He was once named "New York's Finest Troublemaker" by Time Out New York. He lives in Queens with his wife and his kids.

Pam Habner **CEO, U.S. Branded Cards and Lending**

Citi

With a proven track record as an inspiring and forward-thinking leader, Pam Habner guides her teams to create client-centric products and features that serve their financial needs in unique and innovative ways. At Citi, Pam leads the end-to-end management of the U.S. Cards business, including proprietary products such as Citi Double Cash, Custom Cash and cobrand cards with marquee partners including Costco and American Airlines. She is also responsible for Citi's Thank You Rewards platform, innovative lending solutions, including Citi Flex Pay and Flex Loan, and the overall credit card customer experience.



Before joining Citi in July 2020, Pam was the Head of Consumer Branch Banking and Wealth Management at Chase where she was responsible for 48,000 employees and all sales and service across Chase's 5,000 branches, achieving record customer satisfaction results. Prior to that role, Pam was President of Branded Cards for Chase Card Services with responsibility for the Chase Sapphire, Freedom, Slate and Ink card portfolios. She helped Chase achieve market leadership and her launch of three new card products drove millions of new accounts, with Sapphire Reserve earning numerous high-profile accolades.

Before joining JPMorgan Chase in 2014, Pam spent the majority of her career at American Express in a variety of strategy, marketing and general management positions across the consumer and business-to-business segments. Throughout her career at Amex, Pam launched more than a dozen new products and grew key strategic partnerships. In addition, Pam served on the firm's Global Management Team and was a member of the Board of Directors of the American Express Bank, FSB.

Pam also spent several years at start-up companies, including DoubleClick, a company focused on digital marketing solutions, and LinkShare, an affiliate marketing network. She began her career at Bain & Company, a strategic management consulting firm.

Pam holds an MBA from Harvard Business School and a BA in Mathematics and Social Science from Dartmouth College. Pam serves on the Board of NFTE, the Network for Teaching Entrepreneurship, the Alumni Council of Dartmouth College and the American Banker Association's Card Policy Council. She has been recognized by American Banker as one of the Most Influential Women in Payments and by Crain's as one of its Notable Women on Wall Street and featured with a broad range of media outlets such as CNBC, Bloomberg, The Cut, Working Mother and The Street TV.

Pam resides with her husband and twin boys in Bronxville, N.Y.

Judges, *continued*

Yajaira Lopez
Executive Vice President, Region President
Tri-State Region
Santander



Yajaira joined Santander Bank in October of 2019, bringing over 18 years of Financial services experience.

Prior to joining Santander, Yajaira spent 12 years in leadership roles at JP Morgan.

Yajaira has held several Retail Banking positions including Branch Manager, Executive Director, Market Director and lead a team on our Sales & Strategy group. Yajaira is currently the Region President for the Tri-State New York Northern, New Jersey, Connecticut Region and our Miami Branch, partnering with Santander Private Banking.

In her role, Yajaira is responsible for the retail branches in this area, ensuring active collaboration with branch partners in Santander Investment Services and Business Banking while delivering a best-in-class client experience. With the launch of our Santander Private Client program, she continues to help people and businesses prosper, delivering a step above in banking. Yajaira is an innovative leader, passionate about community outreach, and an active member of EmpowHer, a business resource group focused on the development, empowerment, and growth of women and their allies in the communities where they live, work, and serve. Yajaira serves on the New York Metro Advisory Board of Network for Teaching Entrepreneurship (NFTE); an educational nonprofit focused on bringing the power of entrepreneurship to youth in low-income communities.

Volunteers of the Year

We are immensely grateful to all of our volunteers. This year, we are especially proud to celebrate our **Individual Volunteer of the Year, Judy Stewart**. A member of the NY Metro Advisory Board who has contributed over 150 hours of volunteer time with NFTE students this year, Judy has been a collaborator with NFTE classrooms in this region for many years. She currently serves as a coach, business plan judge, and advisor to both teachers and students alike, and in many other NFTE regions as well! We are enormously privileged to have Judy on our side and we thank her for her unflinching support of our young entrepreneurs and our school partners.

Warm congratulations to our **Corporate Volunteer of the Year, Riskified**. Riskified has been a great partner for some years now, supporting several initiatives with both financial support and volunteer impact. At the start of the pandemic, they pivoted to a series of virtual events with Peekskill High School, focusing on tech design and engineering as well as sales and customer success. As sponsors of the Youth Entrepreneurship Summit in December 2021, they played a central role creating and serving on the summit panel about the power of failure. Thank you to everyone at Riskified for your support of our students and teachers, especially over these last few challenging years.



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](#)

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



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

MARY KAY



Your prosperity is
our purpose.

Santander applauds Network for Teaching Entrepreneurship for making a real difference.



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