

nfte! WEST REGION YOUTH ENTREPRENEURSHIP CHALLENGE

The Road to Nationals

May 18, 2023

Presented by EY

Associate Support from
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Dear NFTE Family,

Welcome to the NFTE West Region Youth Entrepreneurship Challenge Finals, part of our Youth Business Competition series here in the West Region. We come together today 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 ignite the entrepreneurial mindset with unique learning experiences that empower students to own their futures. Now more than ever, it is critically important for us to build the next generation of thinkers, makers, and problem solvers. NFTE West 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.

This is our first time combining our West Region in one competition, and we hope today both inspires and motivates you all to action. More young entrepreneurs here in our region need our program. So, if you were captivated today by our students, take action-volunteer, donate, get your company involved, or reach out to the NFTE West 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 Regional Finals. We are so proud of all of you!

With profound gratitude,

The NFTE West Team

Estefanny Aybar
Max Rusike-Griffith
Virginia Gary

NFTE West Youth Entrepreneurship Challenge Finals

Thursday, May 18, 2023

Emcee

Abhinav Gorrepati, **NFTE Class of 2022**
Founder, CredX
Finalist, 2022 National Youth Entrepreneurship Challenge

Judges

Chris Boyd, **Wilson Sonsini Goodrich & Rosati**
Donoghue Clark, **EY**
Anna Escher, **Marketing Consultant & Journalist**
Matt (Murtuza) Haryana, **TiE Silicon Valley**
Amy Ly, **Zuora**

Finalists (in order of presentation)

Textyle - Jakob De Leon – Ivy Academia Entrepreneurial Charter School

Feminetic - Amy Wu – Florence Nightingale Middle School

InclusifyIQ - Saket Pathak – Silver Creek High School

AutoVantage - Damian Jackson – Florence Nightingale Middle School

RE-FIT - Ashley Cruz Suarez – Florence Nightingale Middle School

Mal-Stake - Rora Ye – GOAT23

Volunteer Awards

Estefanny Aybar, **NFTE West Sr. Development Director**

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.



Building a better
working world

Student Finalists

AutoVantage

Damian Jimenez – Florence Nightingale Middle School

AutoVantage provides customers peace of mind knowing that their car is protected at all times. My product consists of 2 components: the steel plates placed on the sides of the catalytic converters and the steel rope surrounding the catalytic converter, making it almost impossible to steal. There are multiple steel plates that come in the purchase to fit all sizes of catalytic converters. The plates and rope are made of 100% scrap metal. The rope surrounds the catalytic converter, making it so you have to cut through it. But the rope is extremely strong and most tools can not cut it because they can not get a proper grip. The most popular tool, the bandsaw, is ineffective against the ropes.

Femintec

Amy Wu – Florence Nightingale Middle School

Femintec gives women a fresh approach to protecting their health while enhancing the conditions of women everywhere. We at Femintec have created a special model to address this problem head-on. Femintec is dedicated to developing a new highly effective pad that is free of dangerous chemicals. Customers can make sure they have the menstruation supplies they need while also giving to a good cause by using our creative buy one, give one free subscription service. We will give someone in need a second supply of feminine hygiene pads for every subscription package that is purchased.

InclusifyIQ

Saket Pathak – Silver Creek High School

InclusifyIQ is a mobile app that offers DEI training and consulting services to help organizations create more inclusive workplaces through innovative and engaging programs. The app was founded on the belief that traditional DEI training methods are ineffective and fail to produce tangible results. InclusifyIQ aims to disrupt the industry by providing customized DEI training and consulting services that address the unique needs and challenges of each organization. InclusifyIQ's programs are designed to be interactive and engaging, using a variety of methods, including workshops, coaching, and assessments, to create a dynamic learning experience through a gamified approach. The app uses a data-driven approach to identify areas of improvement and measure the impact of their programs, ensuring that the organizations they work with see real results in creating more inclusive workplaces. InclusifyIQ is committed to helping organizations build more diverse, equitable, and inclusive workplaces that benefit both employees and the bottom line.

Finalists, cont'd.

Mal-Stake

Rora Ye – GOAT 23

Most camping mallets on the market aren't storage-friendly, being big and heavy makes it not ideal to pack. But with Mal-Stake, you can have a stress-free packing experience. Made from stainless steel for heavy duty hammering, and a carabiner that doubles as a bottle opener. It will be sold online, and shipped to your home. It also features a retractable handle, and a secret compartment containing extra stakes.

RE-FIT

Ashley Cruz Suarez – Florence Nightingale Middle School

RE-FIT is an app in which unwanted clothes is sent in to be repurposed into something newer. For example jeans can be repurposed into a handbag and clothing pieces can be turned into a fashionable hat. Users will be rewarded points and use those points to shop along with cash.

Textyle

Jakob De Leon – Ivy Academia Entrepreneurial Charter School

Textyle is a streetwear rental business that allows clients to experiment and elevate their style by renting out clothes for an extended amount of time. This removes the stress of having to follow extensive and boring return policies, and ensures that whatever they buy will be something that will stay with them for a while. It is a structured program, providing users with different packages and price points to choose from without having to be overloaded by hundreds of different options. In addition, if a client deems a piece as a staple in their closet, they have the option of buying an unused article from us at retail price. For those who wish to shop with us for an extended amount of time (which is encouraged considering the ever-changing fashion trends), we also offer a membership program that provides benefits such as fashion consultation, monthly free rentals, and discounts on retail and rental.

Master of Ceremonies

Abhinav Gorrepati

Founder, CredX

NFTE Class of 2022

Abhinav has always been passionate about finance and investing. When he realized how big an issue financial literacy is for many of his peers, he realized he had an opportunity to turn what he loved into something that benefited others. CredX is a gamified financial literacy platform that makes financial education fun, engaging, and rewarding for students, by teaching complex financial topics through entertaining games and rewarding activities. Almost 1 in every 5 students across the country lacks basic financial education, and he knows that building these skills can help students become self-sufficient and achieve financial stability later in life.

After becoming one of NFTE's three national challenge finalists in fall 2022, Abhinav is setting his sites on Harvard, and a degree in business administration, after high school.



Judges

Chris Boyd

Chief Operations Officer

Wilson Sonsini Goodrich & Rosati

Chris Boyd is the chief operating officer at Wilson Sonsini Goodrich & Rosati, where he oversees the teams responsible for attorney recruiting; diversity and inclusion; human resources; knowledge management; marketing and business development, practice management; professional development; research services; and work allocation programs. He also focuses on ensuring these functions are aligned internally and effectively support the business plans of the firm, its departments, and practice groups.

Chris previously was a corporate and securities associate at Wilson Sonsini, representing technology and life science companies. In this role, he handled numerous initial public offerings, venture financings, and acquisitions for his clients. Chris left the practice of law in 1997 and led knowledge management programs at several companies before returning to the firm in 2001.

Following graduation from law school, Chris served as a law clerk for the Honorable Melvin Brunetti of the U.S. Court of Appeals for the Ninth Circuit. Prior to law school, Chris worked as a management consultant. He serves on the Advisory Board for NFTE's West Region.



Donoghue Clark

Head of Startup Business Development & GTM Strategy

EY

Donoghue currently serves as the EY San Jose Office Managing Principal, leading a dynamic group of more than 1000 professionals, while driving growth and advancing EY's inclusive, people-focused culture.

Donoghue joined EY in 2005 has nearly two decades of experience in EY's IT Risk Consulting practice working with leading technology companies and helping them assess their compliance and regulatory risks and facilitating third-party reporting solutions to support their business growth. He has deep fluency in directing attestation engagements, information technology assurance, service organization controls and security optimization.

Donoghue has a Bachelor of Science degree in Business Administration with concentrations in Accounting and Information Systems from San Jose State University. He is a CISA (Certified Information Systems Auditor), a CISSP (Certified Information System Professional) and ISO 27001 auditor.



Judges, cont'd.

Anna Escher

Marketing Consultant & Journalist

Anna Escher is a marketing professional and journalist based in San Francisco. She is the former head of audience development at TechCrunch, a breaking news site and global events company, where she reported on early stage tech companies and venture capital. Her work includes editorial programming for TechCrunch's Disrupt conference and Startup Battlefield programs. She is currently consulting for early stage companies with a focus on social media, marketing and the Web3 space. She holds an M.A. in arts journalism and digital media from USC Annenberg and a B.A. in communication studies from LMU.



Amy Ly

Senior Director, New Product Introduction

Zuora

Amy has spent the last 7 years at Zuora working with customers to ensure they understand how to best optimize and adopt Zuora. Her current role is focused on the more inward operational aspects of launching new products and shifting the way the various cross-functional teams work better, together.



Matt (Murtuza) Haryana

Chair, Generative AI Initiatives

TiE Silicon Valley

Corporate Partnerships

Excelerate.it

A Product Entrepreneur, Enterprise Executive, and Angel Investor, Matt (Murtuza) has led products and services exceeding \$1B+ ARR over 20+ years at Fortune 500 companies. Matt loves connecting the dots as a strategic partnership and ecosystem builder.

Currently, he is the Chair of Generative AI Initiatives at TiE Silicon Valley, and also heads the Corporate Partnerships at Excelerate.it, where he has built a community of CXOs and decision-makers at Fortune 1000 companies to help global B2B SaaS startups scale. His domains of expertise include AI/ML, Generative AI, Cloud, Wireless, IoT, SaaS among others.

Earlier, he set up and led a \$400M enterprise business for Broadcom Corp. in Silicon Valley, and had a successful angel advisory exit via Campfire Labs which was sold to Groupon. He was CEO of Ezzinetworks WiFi, and later a co-founder at Codeniti.org - India's first developer community, that pioneered 'hackathons-as-a-service'. He has advised several startups including Moonpreneur.com, BaysideSports.com, Programmr.com, YOSS, and Mlabs among others.

Matt has studied Exec. Management at Harvard Business School, and Finance and Marketing from Santa Clara Univ. He has an M.S. in Engineering from WSU, Ohio., and a B.E. in Bio-Medical from Univ. of Mumbai. He is also an Entrepreneurial Fellow at the Royal College of Engineering, London, and Cambridge University, UK.

While he cannot sing (although he wishes he could), he can recite poetry to good effect and has varying levels of proficiency in seven languages. Matt (Murtuza) lives in the San Francisco Bay Area with his family.



Get Involved!

Learn more about NFTE

Network for Teaching Entrepreneurship (NFTE) ignites the entrepreneurial mindset with unique learning experiences that empower students to own their futures. A global nonprofit founded in 1987, NFTE provides high-quality entrepreneurship education to middle school, high school, and postsecondary students.

NFTE brings the power of entrepreneurship to students, regardless of family income, community resources, special needs, gender identity, race, or ethnicity. NFTE has educated more than a million students, delivering our programs in school, out of school, in-person, online, or through hybrid models. To learn more, 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 the Citi Foundation, we commend NFTE on their efforts and are pleased to support their invaluable work.

Citi Foundation



Volunteers of the Year

We are immensely grateful to all of our volunteers. This year, congratulations to our **Individual Volunteer of the Year, Jessie Dumont**, Jessie brings an engaging and inspiring energy to each program event, offering insightful feedback for the students that is also authentic, and compassionate. From July through March, Jessie has already dedicated over 30 hours in volunteerism to support the NFTE mission. Her participation spans across multiple roles in multiple events across multiple regions. Despite living in Florida, Jessie jumps in wherever needed and whenever asked and proactively reaches out to learn about more opportunities. In fact, she was a pivotal part of coaching and preparing our NFTE West Finalists for the National Competition last Fall.

And congratulations to our **Corporate Volunteer of the Year, Zuora**. This past school year, Zuora hosted students from Silver Creek High School at their Redwood office and truly rolled out the red carpet for them. They had an abundance of volunteers who participated in a coaching activity with the students and they all were incredibly welcoming and open with them. NFTE is fortunate to have Zuora and their volunteers to support our teachers and students both in and out of the classroom!



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Network for Teaching Entrepreneurship

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