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New England
**YOUTH ENTREPRENEURSHIP
CHALLENGE 2024**

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Agenda

NFTE New England Youth Entrepreneurship Challenge

Tuesday, June 3, 2025

- Event Host** Bianca Fatu, **NFTE Class of 2023**
- Judges** Aurora Castillo Magner, **Santander Bank**
Elise Hanaoka, **Ernst & Young, LLP**
Tameem Hourani, **RapDev**
Katie Quigley Mellor, **Innovate@BU**
- Student Finalists** **Birdies N' Bass** - Rieden Harlow-Rivas & Yianni Nikolaou - Ipswich High School
Color Your Life - Evan Perez - The MET
Groundlevel - Jessica Zanchi - Keefe Technical School
Eternal Fantasies - Rachel Soto & Dayneris Rodriguez - Discovery High School
- Teacher Awards** Ann Daley, **Quadient**, NFTE New England Advisory Board
- Volunteer Awards** James Uehlinger, NFTE New England Advisory Board
Brett Miller, **Thumbtack**, NFTE New England Adv. Board
- presented to:*
Blake Underhill
Brookline Bank
- Closing Remarks** Dr. J. D. LaRock, **President & CEO, NFTE**

NFTE New England Staff:

Jennifer Green, Sr. Manager of Programs, NFTE New England
Miguel Vazquez, Jr., Development Director, NFTE Northeast

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Changing lives.
What matters to
you matters to us.

At EY, we're proud to support the Network for Teaching Entrepreneurship. It's one of the ways we're helping to make our community a better place to work and live. A better and brighter future starts with all of us.

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The better the answer.
The better the world works.

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our purpose.

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



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Event Host

Bianca Fatu
Babson College Scholar
NFTE Class of 2023

Bianca Fatu is a student at Babson College studying Real Estate Law and Business, combining her love for legal strategy with her entrepreneurial spirit. Originally from Romania, Bianca has always been passionate about the foundation of businesses and hopes to one day open her own real estate law practice.

A proud NFTE alumna and 2023 New England semifinalist at the National Youth Entrepreneurship Challenge, Bianca's business plan was for "Fashion Charge," which creatively merged fashion and technology. Fun fact: Bianca is fluent in three languages, a skill that reflects her international background and helps her connect with people from all walks of life.



Bianca pitching in 2023 (c) Megpix

Judges

Aurora Castillo Magner Executive Director – Digital Innovation & Operational Excellence Santander Bank



Aurora Castillo Magner is an accomplished financial services executive, responsible for leading Digital Strategy and Transformation for Santander Bank. Under her leadership, client satisfaction reached an all-time high in digital channels, and the bank's highly rated Mobile app has been ranked number two by J.D. Power in customer satisfaction among regional banks. Aurora joined Santander in 2010 and has held various roles in Technology, Project Management, Customer Relationship Management, and Marketing. Throughout her career, Aurora has spearheaded multiple transformative technology initiatives, most recently leading the launch of Openbank, a cutting-edge digital bank that redefines the banking experience. She is dedicated to building strong connections between technology, business strategy, and customer experience.

Aurora is a strategic leader committed to fostering organizational cultures that prioritize human connection, empathy, and collaborative success. As the National Lead for Conexión, one of Santander's business resource groups, she is focused on the career development of employees across the organization and promoting financial inclusion. She also serves on the Board of English for New Bostonians, an organization dedicated to helping adult immigrants learn English so that they can gain access to economic pathways and community resources.. She is a sponsor for Fundación un Mundo Mejor, an orphanage in the Dominican Republic, reflecting her personal dedication to making a positive impact in the communities she serves and in the country from which she hails.

Aurora earned her Executive MBA from Brown University and IE Business School. She also earned a Bachelor of Science in Accountancy from Bentley University. Today, she resides in Middleton, MA, where she contributes her free time to volunteering with organizations like Junior Achievement and La Vida Scholars, reading and writing poetry, and spending time with her family.

Elisa Hanaoka Partner EY



Elise Hanaoka is an EY Partner in Boston, Massachusetts with over 13 years of experience serving both public and private clients in varying stages of development, from early-stage companies to large multinational corporations in the technology and life sciences industries.

Elise is a certified public accountant in Massachusetts and is a member of the American Institute of Certified Public Accountants. Elise has a B.S. in Accounting from Bentley University in Waltham, Massachusetts.

When she's not working, Elise loves cooking, baking, and spending time with her husband Jon and daughter Charlie.



2024 Challenge judges and winners (c) Megpix

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FOR **EMPOWERING**
OVER 1 MILLION
YOUNG MINDS.



**BANKING,
WELL-CRAFTED.**

BrooklineBank

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Judges, *continued*

Tameem Hourani

Founder
RapDev

Tameem is the founder of RapDev, a Boston-based tech startup focused on helping customers accelerate their software development velocity. With 15 years of experience in the Boston tech-based community, Tameem has worked at companies include Wayfair, EMC, and PTC before going on to bootstrap RapDev in 2019. Since then they have grown to over 100 people and serve over 250 customers globally, ranging from commercial customers to Fortune 500's.



Katie Quigley Mellor

Program Director, Social Entrepreneurship
Innovate@BU

Katie Quigley Mellor is an educator who believes in the power of young people to shape a more just and creative world. As Program Director of Social Entrepreneurship at Innovate@BU, she empowers students to transform bold ideas into real-world impact by blending entrepreneurial thinking with purpose-driven action. With a decade of experience at the intersection of education, the arts, and social innovation, Katie designs programs that inspire collaboration, amplify diverse voices, and ignite lasting change. She's excited to support the next generation of changemakers and looks forward to celebrating bold ideas and fresh perspectives.





Empowering youth through entrepreneurial education to foster economic resilience and growth in a rapidly changing world.

We are inspired by these students' drive to make a positive impact and excited to see their solutions unfold in the real world. - Zuora

www.zuora.com



Finalist Businesses

Birdies N' Bass - Rieden Harlow-Rivas & Yianni Nikolaou - Ipswich High School

The Birdies N' Bass fishing rod is the ultimate fusion of two beloved outdoor activities, golf and fishing, into one versatile, eye-catching tool. At first glance, it looks like a sleek, sturdy golf iron, but look closer, and you'll notice the innovative addition of fishing guides running along the shaft and a reel positioned just above the handle. This unique combination allows users to practice their golf swing on a body of water, like a lake or pond, while simultaneously having the chance to catch a fish.

Color Your Life - Evan Perez- The MET

Color Your Life produces hyper-personalized coloring books designed to get kids away from their digital devices. We do this by providing a fun, hands-on activity that is truly customized for the purchaser using custom-trained GPT and automation.

Groundlevel - Jessica Zanchi - Keefe Technical School

Groundlevel is a service business that specializes in consultations that help improve accessibility within video games. Each client receives a personalized plan that ultimately results in a modified game catalogue for their company. Groundlevel is dedicated to partnering with the most prestigious names in the video game industry to produce alternative versions of popular titles in order to cater to common physical disabilities. The finalized version of each game will promote accessibility for people with blindness, deafness, and limited motor control.

Eternal Fantasies - Dayneris Rodriguez & Rachel Soto - Discovery High School

Eternal Fantasies produces eco-friendly, long lasting, beautiful flower bouquets made from ribbons. Our bouquets can be thoroughly personalized to your taste or special event, and bring beauty that won't wilt or die!

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

We are pleased to support NFTE's efforts to help activate entrepreneurial mindsets through volunteerism.

We are proud of our employee volunteers who contribute their time and skills to advance NFTE's impact.





Eastern Bank is committed to recognizing the good in our communities and celebrating the work of

NFTE

**We proudly support the
2025 NEW ENGLAND YOUTH
ENTREPRENEURSHIP CHALLENGE SERIES**



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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, Blake Underhill.**



Since 2011 Blake has volunteered almost 50 times with NFTE as a guest speaker, coach, advisor and judge, serving more than 115 hours and engaged with NFTE students in nearly every region. In addition, Blake has been a guest speaker for NFTE's Mindset Makers series for our NFTE teachers: empowering them with real-world examples and tips from his own experience. Blake is always willing to share his educational + professional journey with our NFTE students, so they can learn from his failures, successes, and "aha" moments.

Blake loves learning about and coaching NFTE learners toward their career or educational aspirations. He is authentic, relatable, and an inspiration to all our NFTE students. Consequently, he has become one of those "go-to" people to whom we reach out when we are in need of strong volunteers for any session.

NFTE New England Advisory Board

Vasant Narayan, (Chair) The GATO Marketplace

Ann Daley, Quadient

Brett Miller, Thumbtack

Patrick Good, EY

Jim Uehlinger, *retired*

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.

We are also proud to honor our **Corporate Volunteer of the Year, Brookline Bank.**

BrooklineBank

Brookline Bank has quickly emerged as one of NFTE New England's most engaged and promising corporate partners, thanks to a dedicated team led by Andy Beepath, last year's Individual Volunteer of the Year. They have grown into a strong, consistent presence in our classrooms and events—impacting students in meaningful ways throughout the school year.

This past school year at Keefe Tech High School in Framingham, MA, Brookline Bank volunteers coordinated multiple coaching sessions and supported students as they developed their business plans. This sustained involvement has helped build real rapport between volunteers and students, helping young entrepreneurs gain confidence and clarity in their ideas. With employees now regularly coaching, judging, and speaking across NFTE programs, Brookline Bank has become a valued partner and a powerful example of how corporate volunteerism can generate lasting impact. Thank you for all you do!

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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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