



nfte!

**West - Northern California
YOUTH ENTREPRENEURSHIP
CHALLENGE 2024**



**THURSDAY,
23 MAY**



**06:00 PM -
09:00 PM**



**SAP Labs - Flex Hall
135 Townsend Street
San Francisco, CA 94107**

Presented by



**Building a better
working world**

Welcome

Welcome to the NFTE West NorCal Youth Entrepreneurship Challenge Finals! Today, we celebrate our remarkable young entrepreneurs, along with their teachers and school leaders who prioritize entrepreneurship education in their communities and collaborate with us to cultivate the next generation of leaders.

The Network for Teaching Entrepreneurship (NFTE) is dedicated to sparking the entrepreneurial spirit through unique learning experiences that empower students to take control of their futures. Now more than ever, it is crucial to nurture the next generation of thinkers, creators, and problem solvers. NFTE West has worked together with educators, students, coaches, and partners to empower students. Together, we are not only shaping their futures but creating a more vibrant society.

We hope that today serves as both an inspiration and a motivation for you to support our students. There are many more young entrepreneurs in our region who would benefit from our programs. If you are inspired by our students today, take action - volunteer, donate, get your company involved, or reach out to the NFTE West team to arrange a meeting. Please join us in our mission to help students realize how to leverage their knowledge, maximize their potential, and become innovators. Together, we can empower students to take charge of their futures.

We would like to take a moment to honor our educators for their unwavering dedication to our students throughout this year. The success of these students and everything NFTE does is only possible because of you. We could not achieve all that we do without you.

We also want to express our deepest gratitude to our volunteer coaches and corporate and individual partners who have continued to support NFTE's work with students and teachers despite the ever-changing economy. Thank you for your generous commitment to our work and providing our students with unique insights, opportunities, and tools through your vast experience and expertise.

Last but certainly not least, we extend our warmest congratulations to all of today's competitors. Your hard work and dedication have brought you to the NFTE West NorCal Youth Entrepreneurship Challenge Finals, and we couldn't be prouder of your achievements. Each one of you is a shining example of the entrepreneurial spirit we aim to ignite.

The NFTE West Team

Tim Blaylock, Executive Director

Kristina Caberto Wallace, Development Director

Max Rusike-Griffith, Program Director

Cheyenne Ornelas, Volunteer Program Associate

Lea Bruder, Development Associate

Cristopher Bautista, Program Manager

2 Regional Youth Entrepreneurship Challenge

Agenda

NFTE West - NorCal Youth Entrepreneurship Challenge

Thursday, May 23, 2024

hosted by:



Emcee

Jyoti Rani, **NFTE Class of 2020**

Judges

Kate Booth, **SAP**
Samantha Brill, **Goldman Sachs**
Tommy Goodwin, **Lyte**
Leonardo Mattiazzi, **CI & T**
James B. Nelson, **EY**

Student Finalists

MindMender - Justin Ho - Silver Creek High School
AidlyAI - Ayaan Hassan - Silver Creek High School
INDEPENKITS - Leilani Liang - Galileo Academy
Nutrishell - Dorothy Ho and Kimberlee Tran - Abraham Lincoln High School

Volunteer Award

Tim Blaylock, **Executive Director, NFTE West**
presented to:
Nikki Tran-Dell'Eva, **Market President, San Francisco Golden Gate, BMO**

Keynote Address

Ruben Resendez, **President, adHere, Inc.**

Winner Announcements and Closing

Dr. J. D. LaRock, **President & CEO, NFTE**

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

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.

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



Judges

Kate Booth

Head of Corporate Social Responsibility
Americas

SAP

Katie Booth is based in the SF Bay Area, her career has been dedicated to partnering with communities to create positive social impact. She is a proud AmeriCorps Alumni. Her early career was spent working within large organizations where she mobilized 100K+ volunteers and managed multi-million dollar corporate donations to improve communities and schools across North America. She joined SAP in 2013 and is the Corporate Social Responsibility Director overseeing the Americas for SAP. In this role she is responsible for bringing the global CSR focus areas of Building Future Skills and Accelerating Impact Business. She works closely to co-innovate with education partners, social enterprises, collaboratives and community organizations. Katie enjoys exploring the Bay Area, cooking, and spending time near the water with her wife and two young children.



2023 Challenge highlights (c) Zachary Borja

Samantha Brill

Private Wealth Advisor

Goldman Sachs

Samantha Brill is a Private Wealth Advisor with Goldman Sachs based out of their San Francisco office. She partners with executives, founders and entrepreneurs to provide guidance on investment management, risk tolerance, as well as trust and tax planning. She joined Goldman Sachs after working for seven years in the nonprofit industry as a development professional connecting individuals with mission-driven organizations in an effort to make a critical impact on national philanthropic causes. Samantha has worked with organizations that share her commitment to human needs, healthcare, and education, including The Starr Foundation, Food Bank for New York City, and Educators for Excellence. Samantha received her MBA from UC Davis Graduate School of Management where she was the recipient of the Newberry Distinguished Fellowship Award for leadership and her BA in English from Trinity College.



2023 Challenge highlights (c) Zachary Borja

Judges, *continued*

Tommy Goodwin

VP, Creative Partnerships

Lyte

Tommy Goodwin has more than 25 years of experience spanning education, technology and entertainment. Tommy began his career as a teacher and Dean of Diversity at The Urban School of San Francisco.



While working with youth full time Tommy co-founded Ankh Marketing and Communications with one of his close friends. Ankh quickly became a well known event production and promotion company, and Tommy left education to pursue entrepreneurship full-time. Tommy and his co-founder Kamel Jacot-Bell built Ankh Marketing into the leading Black owned event production and promotion company in California. They produced events with Red Bull and in partnership with Live Nation and AEG, as well as worked directly with artists such as Erykah Badu, Mos Def & Talib Kweli, and The Roots.

After leading Ankh Marketing for a decade Tommy decided to explore the field of technology. In 2012 he joined Eventbrite where he spent nine years scaling the event operations organization from a team of four in the US to a team of 50 across nine countries. In April of 2020 Tommy left Eventbrite and later that year co-founded his second company Embersea, a software development agency specializing in building products for early stage businesses.

Tommy is currently VP of Creative Partnerships at Lyte, an event technology company. In his current role Tommy works directly with artists to help them build and own their dream events. Tommy was born and raised in San Francisco and still resides in the Bay Area.

Leonardo Mattiazzi

Partner, EVP

CI&T

Leo Mattiazzi is an entrepreneur and public company executive, with a passion for identifying growth opportunities, fomenting an innovation culture, standing up, and evolving the capabilities and organizational structures needed for enterprises, start-ups and scale-ups to thrive and grow in a fast paced and customer-centric world. In his career he has led marketing, sales, professional services, innovation, global businesses, M&A integration, Financial Services and ESG. Leo is always looking for ways to use technology as a catalyst for business impact and outstanding customer experiences - and to develop people to their fullest potential. He was part of the 10-person team who followed a dream and took a fledgling CI&T from Brazil to the world, going from a dozen to more than 6,000 people in 9 countries, and he also co-founded Sensedia, a B2B SaaS company listed as a global leader by top industry analysts. Leo loves to share his experience with young entrepreneurs - and always learns a lot from them! As a Latino/Brazilian living in Oakland, CA, Leo also loves to travel, to contemplate the profound beauty and vastness of nature, and to nurture connections around the globe.



James B. Nelson

Senior Manager, Assurance -Tech Risk

EY

James is a Senior Manager in the Technology Risk practice of Ernst & Young with more than 15 years of experience. He serves companies in the Bay Area ranging from pre-IPO to Fortune 500, delivering a variety of audit and advisory services.

James graduated from Bucknell University with a Bachelor of Science in Accounting and is a Certified Public Accountant, Certified Information Systems Auditor, and Certified Internal Auditor.



Keynote Speaker

Ruben Resendez

President

adHere, Inc.

Ruben Resendez is a distinguished entrepreneur, community leader and philanthropist from San Jose, California. With a passion for innovation and a dedication to community service, Ruben has made significant contributions in both the business and local communities.



As the Founder and CEO of one of the fastest growing digital marketing firms in the US, Ruben has helped numerous businesses grow and thrive in the competitive online marketplace. His expertise in digital strategies and his commitment to excellence have earned him recognition as Silicon Valley Business Journal's top 40 leaders under 40 in Silicon Valley, nominated as Ernst and Young's Entrepreneur of the Year, and landed his company multiple times on the Inc Magazine 500 fastest growing companies in the United States.

Beyond his professional accomplishments, Ruben is also deeply committed to giving to his community. He is actively involved in various local initiatives aimed at empowering youth, supporting small businesses, and fostering a spirit of mentorship and growth throughout California and beyond.

Ruben's life mission is to inspire others to elevate their lives.



2023 Challenge highlights (c) Zachary Borja

Finalist Businesses



MindMender - Justin Ho - Silver Creek High School, San Jose

MindMender is a non-profit app/service designed to support mental well-being through a digital diary feature, allowing users to track their mental health journey. Our platform also offers free therapy sessions provided by trained young volunteers or interns aspiring to become therapists. The volunteers and interns can earn scholarships or job offers through MindMender's service and are also considered another part of our clients.

AidlyAI - Ayaan Hassan - Silver Creek High School, San Jose

AidlyAI is an app that connects patients to urgent cares. You enter a text prompt into a chatbox and our AI analyzes the prompt in order to assess the condition of the patient, as well as any additional requirements. It then combs through a database of urgent cares in order to find a suitable one by filtering the patient's current location and insurance provided when registering with the app. This business will have a freemium model, and a premium plan.

INDEPENKITS - Leilani Liang - Galileo Academy, San Francisco

INDEPENKITS is a monthly subscription service that sends weekly material and challenges to your house, teaching life skills to children with autism. Our one unit of sale is one monthly subscription service for \$30. The customer will be able to buy our boxes on our website or contact us on social media. Partnerships with content creators with Autism will be made to get our brand name out there. Partnerships with other Autism based organizations will be made to help us reach other parts of the world.

NutriShell - Dorothy Ho and Kimberlee Tran - Abraham Lincoln High School, San Francisco

The majority of fertilizers sold have intimidating packaging and are made of ingredients that harm the environment. NutriShell produces organic, egg-shell-based fertilizers packaged in a cute aesthetic to meet our customer wants of aesthetic packaging and an eco-friendly garden nutrient.

NFTE West Advisory Board

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

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, Nikki Tran-Dell'Eva** of BMO.

Nikki's selection as the West Region's Volunteer of the Year is a testament to her outstanding dedication and selflessness. Over the course of five years, she has devoted over 200 hours of her time to serving as a business plan coach, judge, and mentor for NFTE students in the San Francisco area. Nikki has played a pivotal role in shaping the entrepreneurial aspirations of these young individuals and helping them to explore the confidence and skills necessary to navigate the competitive business landscape. Nikki's boundless enthusiasm, coupled with her profound impact on the community, truly embodies the spirit of volunteerism at its finest.

Not only is Nikki's impact reaching our students, but she also serves as a guiding light for other volunteers, always among the first to step in and offer assistance and guidance. Her efforts and willingness to go above and beyond exemplify the true spirit of volunteerism, making her an invaluable asset to our organization and a deserving candidate for this prestigious honor. Moreover, Nikki's commitment extends beyond local boundaries, as she readily volunteers for virtual events across the country, showcasing her willingness to serve and support wherever there is a need. Nikki is an exemplary role model whose contributions merit recognition and celebration.

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



Cathay Bank has been steadfast in its commitment to advancing the NFTE mission since 2008, primarily focusing on the Los Angeles area while extending its reach across the West Region. Cathay Bank's employees actively engage as volunteers, contributing their time and expertise to empower NFTE students, alumni, and teachers nationwide. Through this collaborative effort, Cathay Bank not only provides essential resources but also fosters a culture of mentorship and support, enriching the NFTE community and nurturing the entrepreneurial spirit among its participants. We are proud to celebrate Cathay Bank!





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*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.*



Community
Impact

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NFTE National Supporters

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.

Entrepreneurial Leaders (\$1,000,000+)



Citi Foundation



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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.



Network for Teaching
Entrepreneurship

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