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WYEC

**WORLD YOUTH
ENTREPRENEURSHIP CHALLENGE**

NOVEMBER 21, 2024

Presented by

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Welcome to the 2024 World Youth Entrepreneurship Challenge

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NFTE Global Programs Staff:
Stephanie Alvarado, Director, Global Programs
Cheyanne Ornelas, World Series of Innovation Program Manager
Hicham Zemmahi, Global Programs Success Manager

Judges



Cody Chang
President
Tier One AI Labs
NFTE Class of 2006

Cody Chang is a serial entrepreneur based in New York City. He started a WordPress web development agency in his NYC Chinatown apartment during his high school years, and scaled the business to multiple teams in India, obtained recurring contracts, and landed a Fortune 100 client.

After obtaining an Economics degree from Claremont McKenna College, he joined the founding team of an Asia-based pharmaceutical logistics company and was directly responsible for all facets of the business operation, including direct negotiation with the Chinese Government and fundraising over \$30 mil. He later relocated to Singapore as the COO of an Investment Bank.

After exiting financial services, Cody returned to NYC as a Senior Product Manager at Learnvest by Northwestern Mutual (life insurance), and later Vimeo (video-streaming) and co-founded Product Gym, a software product management community dedicated to helping working professionals transition into the product management industry.

Currently, he is the Head of Product at Quadency, a cryptocurrency trading platform. In addition to overseeing business operations at Product Gym, he recently started a Land Conservation Easements consultancy, whose mission is to responsibly direct financial resources for better land use in the US and a B2B enterprise edtech AI solutions company for educational institutions.

He was honored with NFTE's Entrepreneurial Spirit Award in 2023.



Ingrid Giordano
Managing Director, Head of
Global Early Career Talent
Acquisition and Program
Management
Citi

Ingrid Giordano is the Global Early Career Talent Acquisition and Program Management Head responsible for the global strategy and ongoing innovation and optimization of Citi's early career operating model, workforce planning, processes, and technology platforms. She oversees the global campus and early career attraction and selection strategy, develops and manages relationships with businesses to ensure the campus strategy is embedded in the overall business agenda and culture as well as measuring the effectiveness of the programs.

Ingrid began with Citi in the late 1990s working across multiple areas. She has been passionate about playing an integral part in the attraction and development of talent. Prior to joining Citi, Ingrid worked at various financial services firms.

Her contributions also include leading the submission recognizing Citi as having the #1 internship program in the Americas and award-winning programming for the early identification program with a diversity, equity, and inclusion award. She launched the HBCU Innovation Leadership Symposium Program.

Ingrid received her bachelor's degree from Pace University. She represents the firm at the NY Jobs Council, the Jobs for the Future Corporate Innovation Council and Forté Advisory Council. She and her husband have a son away at college.

Judges, cont'd.



Nicholas Haber
Director, STEM and CTE
*Certiport, A Pearson VUE
Business*

Nich Haber is an experienced executive, entrepreneur, and community leader whose business success has been based substantially in the setting of standards and the measuring of digital and entrepreneurial skills.

He is the founder of both for-profit and non-profit businesses and through his work at Certiport, A Pearson

VUE Business has overseen the development and global launch of industry recognized certifications such as the IC3 Digital Literacy certification and the Entrepreneurship and Small Business (ESB) certification which have positively impacted the lives of over 7 million learners in over 100 countries.



Jon Herrick
Chief Product Officer
New York Stock Exchange

Jon Herrick is the Chief Product Officer for the New York Stock Exchange, a part of Intercontinental Exchange (NYSE: ICE), responsible for product development and innovation across all areas of the exchange's business. In his role, Jon oversees the NYSE's transactions and market data businesses, driving competitive strategy and distribution.

Previously, Jon served as the NYSE's Head of Markets, leading the NYSE's equities and options businesses across its seven exchanges and three trading floors. Earlier, Jon was the exchange's Head of Equities.

For more than a decade, Jon held senior roles at several prominent proprietary trading firms. In 2006, he joined GETCO, which acquired Knight Capital to become KCG Holdings. Jon later became Managing Director at Sun Trading, which was acquired by Hudson River Trading. Most recently, he served as Managing Director, Americas for Quantlab.

Jon holds a B.A. from the State University of New York, College at Oswego.



Global competitors at the 2023 World Youth Entrepreneurship Challenge (c) Joe Curry



Global competitors at the 2023 World Youth Entrepreneurship Challenge (c) Joe Curry

Judges, cont'd.

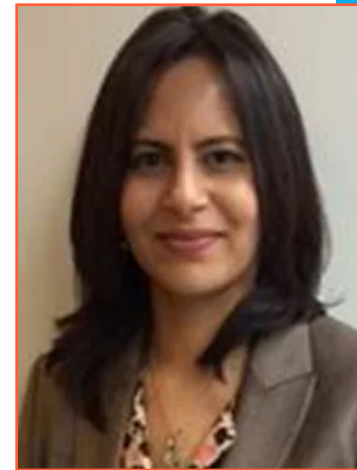


Ken Houseman
Vice President of Product
Strategy for Billing and
Payments
Zuora

Ken Houseman is currently the Vice President of Product Strategy for Zuora Billing and Payments. He has over 20 years of experience in industries that span the U.S. Department of Defense, Semiconductor Manufacturing, Telecommunications Equipment, Cloud Computing, Footwear/Apparel and Media.

Prior to his role at Zuora, he led the transformation of subscription systems at The New York Times as they grew beyond 10 million digital subscribers to become the digital news media leader. At Nike, he led teams that were responsible for the footwear giant's technical solutions in Order to Cash systems as they pivoted from wholesale to digital business focus. At Oracle, he was instrumental in leveraging technology and scaling global operations as they accelerated their cloud subscription business. His leadership drove the vision for multiple enterprise solutions that helped Oracle adapt into the recurring subscription business that it is today.

Prior to corporate life, Ken spent four years in the military as an Air Traffic Control and National Weather Service Radar electronics engineer. He's traveled the world and worked in over 25 different countries, bringing a truly global customer approach to his strategic vision and product management philosophy.



Sabina Zaman
Partner — US FSO IPO Leader,
Financial Accounting Advisory
Services
EY

Sabina Zaman is a partner in Ernst & Young LLP's Financial Accounting and Advisory Services practice (FAAS). She spearheads the Strategic Transactions practice and is the US Financial Services Organization's IPO leader.

Sabina has more than 25 years of consulting experience serving multinational clients in the insurance, asset management and banking sectors. Her diverse experiences as an auditor, subject-matter resource (IFRS/US GAAP/SEC), capital markets deal advisor and management consultant enable her to bridge technical accounting and financial reporting advice with an understanding of operations.

Sabina is a featured speaker at various EY-sponsored conferences and external events, discussing accounting/financial reporting developments for the financial services sector.

Sabina serves as the Treasurer on the One To World not-for-profit board and on the New York Chapter of the ASCEND not for profit board.

Sabina is a native of Bangladesh and spent her childhood in different countries all over the world: Senegal, Sweden, Australia, Canada, and the Philippines. In her spare time, she loves to travel, play tennis, and enjoy all the cultural experiences in New York City.

She holds an MA in Economics (Carleton University, Canada) MS in Accountancy (University of Urbana, USA) and MBA (University of Manchester, UK), International Affairs Diploma (University of Stockholm, Sweden).

Sabina is a CPA, licensed in New York, and is a member of the American Institute of Certified Public Accountants (AICPA).



Semifinal judges at the 2023 World Youth Entrepreneurship Challenge (c) Joe Curry

Thank you, Volunteers

NFTE thanks the wonderful speakers, coaches, semifinal round judges and timer-tabulators for volunteering their time, energy and expertise. The support, feedback and suggestions they provide to our young entrepreneurs is a most generous gift.

Manveen Anand, Citi	Yilin Meng, EY
Estelle Asker, UBS	Disha Mirchandani, Citi
Julia Bodette, Northwestern University	Cindy Morand, Citi (NFTE Alumna)
Lauren Bratton, UBS	Magdalene Morgan, EY
Suzanne Brume, EY	Tanya Murray, Shopify
Minnette Bumpus, New York University	Emilia Ottoo, A+E Networks (NFTE Alumna)
Jason Cahn, Valley National Bank	Swati Palicha, Citi
Alexander Collyge, Citi	Roy Parra, Citi
Bryan Contreras, UBS	Esha Pathak, EY
Marsha Corelien, Valley Bank (NFTE Alumna)	Lynette Pettinicchi, Lynette Nicole PR
Emily Dawson, Shopify	George Alex Popescu, Entrepreneur
Peter Dodson, EY	Raana Radfar, Shopify
Kelly Dolson, Retired, EY	Markita Renee, OOAK Services, LLC
Nancey Flowers-Harris, Vontelle	Laila Rosenthal, EY
Yingyuan (Henry) Go, Citi	Hye Jin Ryu, PSI
Sabrina Harryram, Citi	David Salmonson, EY
Charlotte Helmig, UBS	Genevieve Santos-Bann, 360 Beauty Maven Consulting (NFTE Alumna)
Tawana Howard, Shopify	Tania Shoma, Valley National Bank
Castleigh Johnson, My Home Pathway	Zachary Stern, EY
Jessica Johnson, Johnson Security Bureau	Judy Stewart, Creative Sense, Inc. (NFTE Mid-Atlantic Board)
Heather Kauffman, FC Brands LLC	Carolyn Torres, UBS
Ryder Kessler, Entrepreneur	Stephanie Van Damm, EY
Darya Leonova, EY	Christiaan van Driel, UBS (NFTE Mid-Atlantic Board)
Stuart Leventhal, Lexicon Communications Corp.	Anna Verrichia, EY
Eleasia Lewis, Mpowered Services	Aika Zikibayeva, Shopify
Ying (Selena) Lu, Citi	
Olivia Marchese, UBS	

(list incomplete at time of printing)

Alumna Host



Raneem Al Suwaidani
Founder, Lilypad

NFTE Class of 2023

When Raneem's family immigrated from Syria to the U.S., they hoped to establish themselves in the food industry with her mother's culinary expertise, but soon realized that starting a restaurant was financially unattainable. Even food trucks were prohibitively expensive. When Raneem inquired about rentals, she was told that food truck rentals didn't exist in Rhode Island, so she set out to create a solution and founded Lilypad.

Lilypad offers food truck rental opportunities to BIPOC entrepreneurs, so they can test their culinary concepts in a low-cost, risk-free environment, ensuring chefs have all the tools they need. They are the only food truck rental company in New England.

Raneem was the winner of both NFTE's 2023 National Youth Entrepreneurship Challenge and 2023 World Youth Entrepreneurship Challenge. She has reserved a portion of her winnings to invest into the needed food trucks for Lilypad, and received a citation from Rhode Island Governor Dan McKee for her accomplishments.

Raneem currently attends Babson College, where she is further honing her entrepreneurial mindset and business skills.



Raneem presents to the judges at the 2023 World Youth Entrepreneurship Challenge, (c) Joe Curry

Here's to strengthening communities

In keeping with Citi's mission of enabling growth and economic progress, Citi applauds Network for Teaching Entrepreneurship for helping to ignite the entrepreneurial mindset that empower students to own their future.

Thank you for bringing positive change that strengthens communities.



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

Global Competitors

A Baketale | **Qian Yi / Ashley Goh, 16**

Seragoon Garden Secondary School: Halogen Foundation - Singapore



Desserts are a fond favourite for many of us, but it may be difficult to find a treat that fits the needs of those who are vegan or who face conditions such as Diabetes. Ashley's vegan and refined sugar-free desserts are here to provide a healthier option for our dessert indulgences, along with DIY bake kits for sweet treats from the comfort of home and to provide the joy of baking.

EZ Charge | **Yunseong Na, 17, Seunghan Lee, 16, Sean Kim, 16, and Jongwon Chang, 17**
URROUND Inc. - South Korea



The world is changing and so are people. Electric vehicles have started to become more and more popular in our society. Four guys saw people fighting for an EV charger, and took the opportunity to end the fights. Yunseong, Sean, Seunghan, and Jongwon, all of them from different backgrounds, united to chase one goal that is realizing EZ Charge. It is a business providing 100% hands-free charging

to stressed, tired, and exhausted drivers. EZ Charge consists of robots automatically finding the car and charging it, and customers being able to observe it via the application. Later on, they plan to go to business schools, get MBAs, and improve themselves in order to make EZ Charge change from just a dream into reality. The four passionate guys will never stop chasing their dream until the day when people live peacefully with EZ Charge.

M.I.P. | **Safa Anan, 16, Amir Dib, 17, Hamza Faris, 16, Adel Kheir, 15, and Amjad Kheir, 16**
Peki'in -Atid High School: Unistream - Israel



We are a dedicated group of 30 students from Unistream, ranging from 9th to 12th grade. Despite the challenges we face, including the disruption caused by the war in northern Israel, we split into five teams, each developing its own business venture. Our team is focused, responsible, and committed to helping one another achieve our business goals and personal growth. Our business addresses

a critical issue: many people forget to take their medications, which can lead to serious health complications. To solve this, we've developed a smart medical bracelet with multiple compartments for different medications. Each compartment uses light and sound alerts to remind the user when it's time to take their medication, with a vibration feature for those with visual impairments. The bracelet connects to the user's phone, utilizing touch sensors to confirm whether the medication has been taken.

Mediclic | **Sami Jalloud, 16, Noor Rashid, 16, and Noor Shalabi, 16**
Creativity Lab: Horizons Academy - Palestine



Sami is a 10th grader at Al Najah School, with a goal to become a successful entrepreneur and start his own business. He won first place at the NFTE Regional Competition in Palestine with Mediclic, a medical device that combines five sensors into one. Sami loves to play basketball and got 2nd place in the Under 18 Palestinian Basketball League with his academy. He also secured

first place in several regional chess tournaments. Additionally, Sami continues to develop his coding skills and hopes to master C++ by the end of the year.

Noor Rashid is a senior at Al Najah School, with a strong focus on technology and social entrepreneurship. She won third place at the NFTE Regional Competition with Olivo, a natural dishwashing detergent made from olive leaf extracts. Noor also secured second place in the Python category at the Robot Challenge Egypt and won the TechTalent competition in the research category. Additionally, Noor has interned at Purpose Academy, improving youth engagement on social media, and has explored microcomputing and image processing through various academic programs.

Noor Shalabi is a junior at a Latin Patriarchrate school. Noor has had a hearing disability since birth and has used hearing aids since 2022, which led her to start up Hearscribe, a software for the deaf and hard of hearing. She has experience with web development and software engineering and is a member of the first Palestinian robotics club. She also plays chess and volunteers at a school for students with Down syndrome.

MelodyMatch | **Gabriele Cerullo, 15, Noah Pahinis, 16, and Ahmet Salih Koksai, 16**
Pinewood American International School - Greece



A musician's musical journey begins with choosing an instrument, a task which consists of many considerations such as budget, level of commitment, living environment, etc. Gabriele, Noah, and Ahmet created MelodyMatch, a comprehensive platform that simplifies and enhances the experience of aspiring musicians. Using an extensive interest-based survey, the app

matches each user with the instrument that best suits their aspirations based on their unique approach to understanding their musical preferences and goals. It then facilitates a crucial hands-on experience by connecting users with local music stores where they can try out and buy their matched instrument. Furthermore, MelodyMatch facilitates the seamless transition from selection to learning by connecting users with a network of certified teachers who are available to schedule lessons through the app. In the industry, this integrated experience is unmatched. The team is thrilled to announce plans for worldwide expansion, hoping to bring MelodyMatch's inventive musical journey to more people thanks to their successful model.



**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



PayPal's mission to revolutionize commerce globally centers on empowering communities and customers to thrive in the digital economy.

**We are honored to partner with
NFTE to activate entrepreneurial
mindsets through volunteerism.**
We are proud of our employees
who contribute their time and skills
to equip students with the tools
and opportunities to succeed.

PayPal



**NFTE is grateful for the support of our
World Youth Entrepreneurship Challenge hosts,
UBS and the New York Stock Exchange,
without whom this event would not have been possible.**



Competitors, continued

OUTEX | Yuliia Tkachenko, 19, Kyrylo Martyniuk, 17, Arina Khmeliuk, 18, and Vadym Dobrovolskyi, 16
Ukrainian Future Business Incubator - Ukraine



Sport is a really difficult and labor-intensive activity. Every move you make must be performed to a certain standard and on a regular basis. The OUTEX team knows from their own experience that one wrong move during sports can cause numerous injuries. That's why a team of students who shares a love of sports created OUTEX, a professional digital trainer that can correct your every move during a workout.

This is especially important in the team's home country, Ukraine, where thousands of soldiers need to train every day, as the team plans to expand the scope of the simulator to rehabilitation exercises.

Paintz Face Paint and Body Art | Zea Swainson, 17
Youth Entrepreneurship Initiative - Bermuda



Noticing a lack of school spirit in her community, Zea seized the opportunity to use her artistic skills and started a business, which led to the creation of Paintz. Zea promotes creative expression through body art, offering the perfect addition to birthday parties, school events, fun days, and more. Clients feel welcomed and free to explore their creative desires. Zea also plans to create after-school activities and camps where kids can express themselves through art and develop their skills. She finds the most rewarding part of her work is seeing the joy on children's faces when they see their face painting. Currently, Zea is a freshman at Andrew's University, studying Architecture and Interior Design.

Scholar Brilliance | Lucio Hightower-Rojas, 17
Los Angeles Urban League, Los Angeles, California: NFTE West- USA



Lucio has already earned \$3,000 in college scholarships by navigating the challenging process of private applications. This first-hand experience inspired him to launch Scholar Brilliance, an AI-driven gamified platform that helps students like him improve their essays, manage tasks, and track successes. As the owner of Dartoom AI, Paradise Mulch and as a NFTE alumnus, Lucio embodies the "Voyager" entrepreneur archetype, as he sees beyond the current state to solve pain points and sets long-term goals for success. Scholar Brilliance isn't just a tool; it's about giving students a fighting chance at a debt-free future. His future vision for the company includes forging partnerships with school districts to offer the platform to high school seniors nationwide. Lucio is the winner of the 2024 NFTE National Youth Entrepreneurship Challenge in New York City.

Truck Tourism | Kyo Tanimoto, 17
Kure Commercial High School, Hiroshima: Career Link - Japan



A world where everyone can travel freely is truly wonderful. However, there are people around the world who cannot enjoy travel due to different reasons including environmental factors, differing abilities, and cost. Kyo's business idea, Truck Tourism, is designed to solve that problem especially for people with disabilities. His service allows individuals to experience a simulated world tour in the back of a truck by using virtual reality technologies and sensory experiences, thus overcoming some travel barriers like transportation and cost.

Kyo aims to create a society in the future where everyone can see and feel the beauty of our world. Imagining users enjoying his business excites Kyo a lot. He is naturally curious, and approaches everything with a positive attitude. His personal motto is "cherish the moment."

ShriTech Solutions | Abhay Shreeshail Pharsiyawar, 16
ENpower - India



To close the gap in tech solutions for neurodiverse professionals, Abhay founded ShriTech Solutions, which specialises in AI-powered IoT-based cognitive assistance designed to enhance productivity and well-being for neurodiverse employees and other people. His focus is on integrating advanced technology with personalized support to help manage daily tasks, medication schedules, and health monitoring seamlessly within the corporate environment. By addressing these unique needs with cutting-edge technology like AI and IoT,

ShriTech empowers individuals to thrive and fosters inclusivity in the workplace. Abhay plans to expand and continue refining the technology to support more individuals globally, and to advance his expertise in AI and IoT through further education and collaboration with industry leaders.

Water World | Issa Odeh, 18, and Antony Saleh, 17
Al Nayzak - Jerusalem, Palestine



Issa and Antony are the co-founders of Water World, an affordable device that monitors water and purity levels in tanks & purifies water and notifies the users remotely. They won the NFTE Challenge in Palestine in 2023.

Issa is currently a freshman at MIT, studying a combination of electrical engineering, computer science, and economics. He is deeply fascinated by the intersection of technology, economics, and politics, with a particular focus on startup innovation. He aims to leverage his unique skill set to create impactful solutions that make the world a better place. From a young age, Antony has been committed to positively impacting his community through his entrepreneurial endeavors. As a developer at SwiftAid, a startup that received a \$5,000 investment grant through an MIT-supported binational initiative, Antony harnesses technology to devise solutions for his community. Antony is also an accomplished competitive swimmer, Karate martial artist and concert pianist. Antony aims to continue bridging the gap between computer science, entrepreneurship, and social impact, making a meaningful difference in his community and beyond.

FUEL a FUTURE

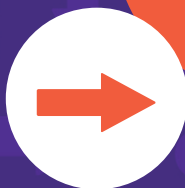
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