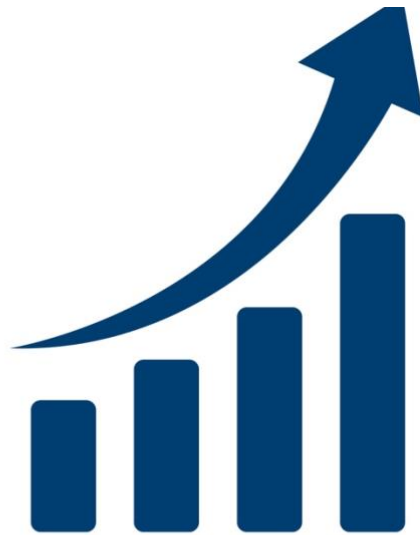


# Mayo Business Plan Competition Finals



**MAYO**  
BUSINESS PLAN  
COMPETITION

*2023*

## **About the Competition**

The Mayo Business Plan Competition (MBPC) was established in 2011 by the School of Business at The College of New Jersey.

The MBPC is designed to increase student appreciation for the challenge of developing a viable business. Through an iterative process the MBPC recognizes those students best able to articulate a plan that addresses these challenges. In recognition of both the time involved and difficulty of the task, the competition provides a substantial reward for the successful teams.

## **The 2023 Mayo Business Plan Competition Prize Money**

The first MBPC in 2012 awarded \$20,000 in prize money which has now grown to **\$60,000** due to continued support.

## **A Special Thanks**

The School of Business thanks Professor Herbert B. Mayo for establishing and supporting the Mayo Business Plan Competition and Eric Szabo '97 for his generous support.



## Teams

**Crystal Cost** (*Hajer Ali, Junio, Biomedical Engineering; Nitya Devisetti, Sophomore, Biology; Venkata (Pooja) Singamneni, Sophomore, Biology*) – CrystalCost is a personalized healthcare price transparency tool that aims to serve small businesses and individuals looking to save money on medical costs without compromising quality. Our platform helps users make informed decisions about their healthcare by providing pricing estimates for medical services and offering a range of options to customize based on insurance plan and preferences such as location. With our signature Circle-Line Method, users can efficiently comprehend and compare prices across various providers. With its comprehensive pricing information, cost-saving options, and easy-to-use layout CrystalCost aims to revolutionize healthcare competency and access.

**H.E.R.** (*Molly O'Brien, Senior, Marketing; Katrine Olsen, Senior, Communications*) – *H.E.R. for you* is a women's health and wellness empowerment app whose mission is to educate, inspire and transform the lives of young women with chronic health conditions (CHC) through non-medical interventions and a supportive community. Unlike other apps, *H.E.R. for you* is designed for women, considering the specialized health needs and challenges of the greater than 50% of women with diagnosed chronic health conditions. Conceived and designed by two women who understand the daily impact of CHC and who know the importance of scientific information and a supportive community, *H.E.R. for you* provides users a customizable experience designed to empower personal health agencies and drive wellness outcomes. Health empowerment re-imagined for you.

**Kinetic Art Display** (*Reid Carrico, Senior, Mechanical Engineering; Madison Donohue, Senior, Finance; Tyler Federoko, Senior, Mechanical Engineering; Nicholas Moriello, Senior, Mechanical Engineering*) – The mission of Kinetic Art Display Unit's product line is to offer innovative and artistic solutions for showcasing awards at educational institutions, convention centers, and sports arenas, as well as retail items for sales businesses. Our display cases utilize a mechanism that intermittently rotates multiple display shelves, maximizing the visibility of showcased items while maintaining a competitive spatial footprint and reducing wasted space. In today's technology-driven world, our product stands out as a unique and unparalleled solution in the display market.

## Thank You to Our Judges

***Gloria Weissbart '78*** – is a Senior Vice President and Treasury Management Sales Consultant, with Wells Fargo's Treasury Management & Payment Solutions Group. For the last 22 years, she has been with Wells Fargo working with clients in the Large Corporate, Real Estate, Title & Escrow and the Financial Institutions industry. Ms. Weissbart earned her MBA at Rider University and is a graduate of The College of New Jersey. She is a member of The College of New Jersey's Foundation Board and Vice Chair of the Foundation Board.

***Ryan Chiu '19*** – is a Senior Associate within Silicon Valley Bank's Global Funding practice; specializing in offering customized credit products to Venture Capital and Private Equity clients. Ryan previously functioned as the co-founder and CFO of MARCo Technologies, LLC. MARCo was the winner of the 2018 Mayo Business Plan Competition. Ryan has made strong connections within the startup ecosystem, specifically with professionals in startup accelerator programs, early stage investment foundations, and business development programs. Ryan is a Graduate of the Class of 2019; where he earned a BSc in accounting and minored in music.

***Robert Gregov '94*** – is the founder and senior wealth manager of Roche Financial Partners LLC. An independent wealth management firm based in Princeton, NJ that specializes in financial planning and investment management. Robert has over 25 years of experience in the financial services industry. He began his career in the banking industry with Wachovia while still at TCNJ. Robert holds a B.S. Degree in business administration from the College of New Jersey and an MBA in finance from Rutgers University. He is a Chartered Financial Analyst and a CERTIFIED FINANCIAL PLANNER® Professional.

***Steve Molino '12*** – is a Principal at Clear Current Capital, an early-stage venture capital firm focused on catalyzing sustainable change in the food system. With CCC, Steve is responsible for leading new investment and diligence activities, portfolio company support, and internal portfolio management and operational needs. He is a Board Member at Sundial Foods and is a mentor for various organizations, including The Good Food Institute and ProVeg Incubator. He received his BS in finance from The College of New Jersey (magna cum laude) and an MBA from Columbia Business School (Deans List).

***Jennifer Silvestrov '03*** – is a Certified Fraud Examiner & North American Leader for Fraude and Disputes Operations at Genpact, a global professional services firm. As a CFE, Jen assists banking and fintech clients in building fraud risk management, detection, investigation, and recovery programs for their unique threat vectors. She graduated from the TCNJ School of Business in 2003 with a degree in finance and has since earned two additional degrees: an MBA with a concentration in finance from Drexel University's Lebow School of Business (2009), and a master's in Fraud and Forensics from Carlow University (2015). Jen currently serves on the Board of Directors for both the TCNJ Alumni Association and Philadelphia Area Chapter of the Association of Certified Fraud Examiners.