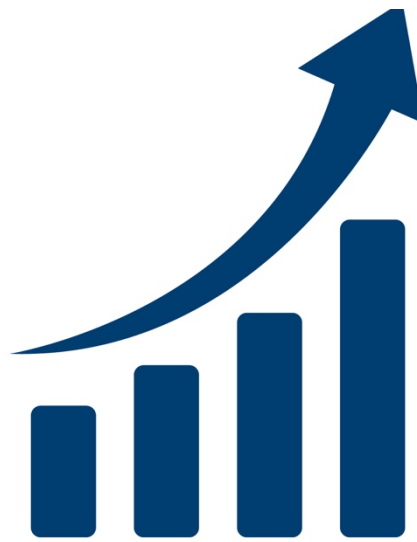


# Mayo Business Plan Competition Finals



**MAYO**  
BUSINESS PLAN  
COMPETITION

*2022*

## **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 2022 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

**AlpineAid** (*Timothy Albano, Junior, Engineering Management; Jameson Dugan, Senior, Mechanical Engineering; Haoyu Ji, Senior, Mechanical Engineering; Daniel Kelly, Senior, Mechanical Engineering*) – AlpineAid’s mission is to advance the skills of skiers and snowboarders by providing realistic land training equipment capable of building and supporting muscle memory. Designed by senior mechanical engineering students Jameson Dugan, Haoyu Ji, and Daniel Kelly who share a passion for snow sports. Tim Albano was added to the team to develop the business and support this new product.

**eLuminate** (*Bryce Bishop, Senior, Computer Engineering; Chris Coniglio, Senior, Economics; Andrew Majowicz, Senior, Computer Engineering; Jack Tomkiel, Senior, Computer Engineering*) – The goal of eLuminate is to design and offer a unique and intuitive lighting system that is highly efficient and low cost for everybody. With many options for lighting being generic or limited, eLuminate plans to put creativity and freedom in the hands of its users.

**Witz** (*Will Cunningham, Senior, Finance; Freddie Hayeck, Senior, Interdisciplinary Business*) – A free, easy to use investment allocation tool, Witz is a mobile application that provides users with a personalized investment allocation that is tailored for each individual. In a world where most people either can’t afford, or do not feel comfortable seeking investment advice from wealth managers, Witz brings the knowledge of an investment professional to the average person and helps them put their money where they need it.



#tcnjbusiness

## 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.

***Blair L. Worrall '78*** – is currently an independent non-executive advisor to financial services companies. He retired from Moody's Corporation in 2019 after serving as the Senior VP, Ratings Operations from 2012. In this role, Mr. Worrall was a member of the executive management team that guided the company through the adoption of global regulations, one of the most significant changes in its history. He previously served as Senior VP, Internal Audit and VP, Controller for Moody's, VP, Accounting for RCN Corporation, various financial roles with Dow Jones & Company, and public accounting with PwC.

***Ariana DeLucia '94*** – is the current Chief Financial Officer of AR James Media, an award-winning outdoor advertising company. At AR James Media, Ariana created a company-wide "Blessing Backpack" program that seeks to provide backpacks full of essential items to any homeless person an associate may encounter during their day. Prior to her current role, Ariana was VP in the Loan Syndication Division at Deutsche Bank after completing a successful summer college internship. Hard work and a strong work ethic enabled her to become one of the youngest VP's at the company at age 29.

***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.