



# MAYO BUSINESS PLAN COMPETITION FINALS

*March 27, 2024*



## **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 2024 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.

Click below and share your photos with us!



# THE TEAMS

## 2nd Chance

*Caley Faith Cortezano (junior, Public Health, Alex Fabiano (senior, Interdisciplinary Business), Dylan Romanski (senior, Finance)*

2nd Chance Thrift is a trendy and affordable second-hand store that aims to provide students at The College of New Jersey, and residents of the surrounding area, with financially and eco-conscious shopping options with high-quality new or used clothing, furniture, school supplies, and more, while supporting the local charities of Trenton and Mercer County, New Jersey.



## Girls Got Your Back

*Olivia Chiarella (junior, Communications), Victoria Dasilva (junior, Finance), Tatiana Sawka (junior, Marketing), Madilynne Slifer (senior, Marketing)*

The story of “Girls Got Your Back” begins with a vision to create a supportive and empowering community for women facing “mini emergencies” in their daily lives. Through an app, currently in development, “Girls Got Your Back” aims to facilitate mutual assistance among women in a community during times of need, providing access to essential products and relief for minor issues. Our primary focus is launching the app to empower women to support one another by “having their back” when they need a product or service during a “mini emergency”



## Golden Connections

*Lauren Cunningham (senior, Marketing), Emma Route (junior, Chemistry), Sangam Shivaprasad (senior, Biology)*

Golden Connections (GC) is an AI-powered health and wellness digital application platform designed for the unique needs of seniors and caregivers prioritizing aging at home. This user-friendly platform features Grace, an AI assistant which can help seniors with everyday tasks and reminders, as well as provide health and wellness insights based on speech biomarker analysis. Additionally, Golden Connections offers caregivers peace of mind through customized wellness reports, a supportive care community, and a specialized marketplace all designed to assist families in providing quality loving care.



# THANK YOU TO OUR ALUMNI JUDGES

## **Gloria Weissbart '78, Chair**

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.

## **Brendan Scher '10**

Is a Senior Associate at Edison Partners. As Senior Associate, Brendan sources and performs diligence on Edison's investments while also providing support to Edison's existing portfolio companies. Before joining Edison Partners, Brendan was an associate with Escalate Capital Partners and an investment banking associate at PJ Solomon in NYC. Before business school, he was an assistant vice president in debt capital markets at Deutsche Bank and an associate director at Fitch Ratings. Brendan is a CFA charterholder, has a BS in Economics from The College of New Jersey, and an MBA from McCombs School of Business at The University of Texas at Austin.

## **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.

## **Caitlin Kolczynski '14**

Is a manager at the Mercadien Group in the firm's Family Office and Individual Services Group. Caitlin works closely with high net-worth individuals, preparing projections and forecasts, as well as supporting the daily management of clients' closely-held businesses. She assists clients in understanding their financial needs and goals and executes strategic financial plans. Prior to joining Mercadien, Ms. Kolczynski worked as an analyst at a business valuation firm in Princeton, where she conducted full valuation assignments for privately-held operating and investment companies. She worked with companies in several industries analyzing sales and mergers, corporate planning, and financial and tax reporting. Caitlin graduated from The College of New Jersey School of Business in 2014 with a Bachelor's Degree in Finance and a minor in Management. She continued on to receive her Master's in Taxation with a specialization in Estate Planning from Villanova University, she is a Certified Financial Planner and an Enrolled Agent. Ms. Kolczynski also is involved in her community through the Princeton Area Community Foundation NextGen Giving Circle, the Arts Council of Princeton, and Girls On The Run NJ East.

## **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).