



FIFTH ANNUAL
MCDANIEL COLLEGE
ENTREPRENEURSHIP
C O M P E T I T I O N

INSPIRING, ENCOURAGING,
AND CELEBRATING
STUDENT ENTREPRENEURSHIP

Thursday, April 29, 2021 | 7 p.m.



WE WOULD LIKE TO THANK...

ENTREPRENEUR-IN-RESIDENCE:

Jennifer Yang



THE ENTREPRENEURSHIP ADVISORY COUNCIL

The Entrepreneurship Advisory Council is made up of entrepreneurial alumni and community partners who mentor students, lead workshops and other speaking engagements, and help with internships, externships, and job opportunities.

Christopher Carter '83

Mike Cottingham '78

Graham Dodge

Rachel Druckenmiller '06

Steven Kousouris '79

Greg Merrill '87

Guy Sheetz '02

William Spire '93

Jason Stambaugh '07

Greg Street '91

Steve Vandegrift '76

Jessica Watson '05

ENTREPRENEURSHIP FACULTY ADVISORS:

Chloe Irla, assistant professor of Art & Art History

Dana Ferraris, associate professor of Chemistry

Julia Jasken, executive vice president and provost

Mike Looney, adjunct lecturer in Economics & Business Administration

Julie Routzahn, associate professor of Economics & Business Administration

Ethan Seidel, professor of Economics & Business Administration

Robert Trader, associate professor of Communication & Cinema

Bryn Upton, professor of History

The McDaniel Entrepreneurship Competition is made possible with the generous support of Ed Smith '71 and Wilma Smith '70, Ron Cronise '63, Justin Simon and Driven Media Group, Jason Stambaugh '07, and Josh Ambrose, director of student ventures at the Johns Hopkins University.

This evening, the top five finalists in the McDaniel College Entrepreneurship Competition will present their proposals to three guest judges and compete for top prizes. At the conclusion of the event, three top finalists will receive a first-place prize of \$5,000, a second-place prize of \$1,000, and a People's Choice Award for \$1,000. The five finalists also participated in the inaugural Entrepreneur Boot Camp. The students chosen for the Entrepreneur Boot Camp were selected based on creativity/innovation, clarity of business purpose, differentiated product/service, market opportunity, financial plan and quality of the pitch. Finalists in alphabetical order are:



CeReal

"CeReal is an app that organizes student activities, interests, and organizations to increase community engagement at colleges."

Justin Chapin '20, Business Administration major with minors in Entrepreneurship and Marketing from Damascus, Md.



Crowned Beauty

"Our business would be the first of its kind in Westminster. There are no beauty stores that cater specifically to people of color, and it would help McDaniel students who have to travel outside of Westminster to find basic hair products."

Mariama Mohammed '23, Computer Science major from Woodbridge, Va.

Jani Pierre '23, Business Administration major with minors in Entrepreneurship and Marketing from Frederick, Md.



FluentSpeak

"FluentSpeak utilizes short, language-specific assessments to match world language learners together at similar skill levels. This is the first online platform specifically designed for those seeking to practice and improve their conversational language skills to be used in conjunction with or after completion of their world language studies."

Carly Critchfield '21, Economics and Political Science major with a minor in Arabic from Grass Lake, Mich.



Life Tacos

"The main reason people purchase unhealthy foods is because they are cheap and accessible. Life Tacos would provide an option for those customers that want to make a change in their personal health and for the environment."

Jessie Titus '22, Environmental Studies from Frederick, Md.

Julianna Dotterweich '22, Accounting, Economics, and Business Administration major from Timonium, Md.



Prime Reach

"Prime Reach is the one-stop shop for independent artists/musicians looking for the right promotion. All playlists are checked through chart metrics to ensure absolutely organic engagement."

Joshua Arruda '22, Accounting, Economics, and Business Administration major from Morrisville, Pa.

MASTER OF CEREMONIES

Jennifer Yang

McDaniel College's Entrepreneur-in-Residence

FINAL-ROUND JUDGES

Rachel Druckenmiller is chief executive officer, speaker, and facilitator at Unmuted, LLC, which has a mission to humanize the workplace by igniting resilience, connection, and hope in leaders and teams through interactive keynotes, workshops, and leadership training. She is a 2006 alumna of McDaniel.

Lauren Asghari is founder and managing director at Alderson Loop, an information technology and creative project staffing and consulting company that works with commercial companies from funded start-ups to Fortune 500.

Graham Dodge is executive director at Mid-Atlantic Gigabit Innovation Collaboratory, Inc. (MAGIC), where he oversees workforce technology education programs and economic development initiatives. He also is a partner at Shield Pals, which helps children feel more at ease by creating fun personal protective gear for medical professionals.

The Entrepreneurship Competition, formerly Innovation Challenge, is part of McDaniel's Program in Innovation and Entrepreneurship (formerly The Encompass Distinction), an academic program in innovation and entrepreneurship that is open to students in any major.

By combining courses, off-campus learning experiences, and mentorship by entrepreneurial alumni of the college, the program allows students to gain broad-ranging skillsets required for enterprise management. McDaniel students also can choose to minor in Entrepreneurship or major or minor in Marketing.

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