

DREW UNIVERSITY

BEAR DEN



LAUNCH

Old 11/22/24 Program

Spring 2025 Program Coming Soon!

Cryptocurrency Investing

Professor Adam Meshell and Bob Carella

Panelists: Paul DePinto and Justin Baer

Moderators: Bob Carella & Adam Meshell

Room: 217



Start Time: 6:30pm

VitalCoin: Tokenizing Health Rewards for a Global Wellness Ecosystem: Project focuses on creating Vita Coin (VTC), a blockchain-based cryptocurrency built on Ethereum (ERC-20).

Team: Hao Liu, Mario Demetriou, Yingyu Li



Start Time: 6:50pm

Cryptocurrency Awareness and Education Platform: Need for Educational Resources on Cryptocurrency

Team: Mishal Joseph Rodrigues, Mo Mshana



Start Time: 7:10pm

NIL Coin: Tokenized Marketing collegiate athletes through NFTs and basing the value on player performance metrics.

Team: Will Fritch, Anthony Diaz, Brian Lavelle, James Anderson



Start Time: 7:30pm

PharmaTrust: This report outlines a blockchain-based supply chain system designed to improve transparency, traceability, and payment efficiency. By leveraging blockchain's decentralized nature, smart contracts, and cryptocurrency, this system aims to address common supply chain challenges, such as fraud, delays in payments, and lack of visibility across different supply chain stages.

Team: Vedant Patil, Sridhar Sudhula, Ishant Trivedi

*** Those names highlighted in red are presenting twice. They may arrive late or leave early.

Data Analytics and Marketing Measurement,

Section 1 of 3

Professor Ann Mills

Panelists: Paul Cortellesi and Michael Lloyd

Moderator: Roger Knowles

Room: 202



Start Time: 6:30pm

Meta: Meta provides a variety of products for consumers to enjoy at affordable prices including both VR headsets and Ray-Ban Meta Aviator glasses

Team: **Joey Ricciardi**



Start Time: 6:45pm

Amazon: Amazon is a leading e-commerce brand with the stated goal to make life easier for customers by providing a great selection, low prices, and convenience.

Team: **Anuk Ranasinghe**



Start Time: 7:00pm

Dick Moby: A forward-thinking eyewear company founded with the mission to reduce plastic waste while offering stylish, high-quality eyewear.

Team: Yeicob Martinez



Start Time: 7:15pm

Lululemon: A Canadian-American company that sells athletic apparel, footwear, and accessories for a variety of activities, including yoga, running, and training.

Team: Sophie Gajowskyj



Start Time: 7:30pm

Manscaped: MANSCAPED is the first and leading brand dedicated to men's below-the-waist grooming.

Team: **Jahon Rajabiy**



Start Time: 7:45pm

Best Buy: A company that combines technology expertise and a human touch to meet our customers' everyday needs

Team: **Benjamin Castro**

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Data Analytics and Marketing Measurement, Section 2 of 3

Professor Ann Mills

Panelists: Erin Koze and Lyndsee Manna

Moderator: Gus Baxter

Room: 203



Start Time: 6:30pm

NoBull: An athletic footwear and apparel brand that strives to create innovative products that perform for customers.

Team: Mike Ford



Start Time: 6:45pm

H&M: A company that tries to create quality lifestyles through innovative and sustainable fashion.

Team: Ruiting Liu



Start Time: 7:00pm

Chrome Hearts: A luxury brand that produces a wide range of high-end goods, including jewelry, leather goods, and furniture

Team: Miguel Rodriguez



Start Time: 7:15pm

Jacob & Co.: Jacob & Co. strives to create innovative and unique timepieces and jewelry that push the boundaries of both design and mechanical expertise.

Team: Almaz Sydykov



Start Time: 7:30pm

Gymshark: Gymshark tries to inspire and empower individuals to achieve their fitness goals by providing innovative, high-quality athletic wear and fostering a strong, supportive community.

Team: Meng Yue



Start Time: 7:45pm

Adidas: A company devoted to being the global leader in the sporting goods industry with brands built on a passion for sports and a sporting lifestyle.

Team: Nicholas Klein

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Data Analytics and Marketing Measurement,

Section 3 of 3

Professor Ann Mills

Panelists: Kevin Murphy and Taylor Huttner

Moderator: Chris Andrews

Room: 204



Start Time: 6:30pm

Apple: Apple strives to bring the best user experience to customers through innovative hardware, software, and services.

Team: Anthony Tancredi



Start Time: 6:45pm

The Walt Disney Company: A company dedicated to entertaining, informing and inspiring people around the globe through storytelling.

Team: Tiffany Chen



Start Time: 7:00pm

Barnes & Noble: A company striving to be the best omni-channel specialty retail business in America, helping both customers and booksellers reach their aspirations.

Team: Dominique Cobb



Start Time: 7:15pm

Nike: Nike is a sportswear company that is known for running shoes, apparel, and accessories.

Team: Delaney O'Donoghue



Start Time: 7:30pm

Chewy: An e-commerce retailer for pet supplies and products.

Team: Htway Min



Start Time: 7:45pm

Ulta: Ulta is an All in One Place® – a store experience that connects with how beauty lovers actually shop.

Team: Jennifer Dhari

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Digital Marketing,
Section 1 of 5
Professor Ann Mills

Panelists: Eric Beiter and Victoria Vitarelli

Moderator: Ann Mills

Room: 102



Start Time: 6:30pm

Sleep Shield: Affordable blue light blocking glasses.

Team: Nicholas Klein



Start Time: 6:45pm

DOS & Co: Workout and nutrition advice as well as gym apparel.

Team: Noah Gardos



Start Time: 7:00pm

Splashtime: Private swim lessons and lifeguarding for private parties.

Team: Ricky Kilichowski



Start Time: 7:15pm

The Ultimate Guide to Good Food in New Jersey: A website for students looking to stretch their budgets.

Team: Carter Hartzel



Start Time: 7:30pm

JMR Keyboards: Custom-built keyboards.

Team: Joey Ricciardi

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Digital Marketing, Section 2 of 5

Professor Ann Mills

Panelists: Allison Pishko and Len Resto

Moderator: Juliette Lantz

Room: 103



Start Time: 6:30pm

Tiny Hands Trusted Care: Best quality babysitting service for your children.

Team: Martha Acosta



Start Time: 6:45pm

Forest Rebranding: Personal branding services, such as digital profile enhancements.

Team: Benjamin Castro



Start Time: 7:00pm

The Bunny's Burrow: Situation affordable meals (ex. college, single person, etc...) as well as kitchen gadgets and other products for the kitchen. It will have a blog and community where people will share ideas and thoughts related to the recipes or items.

Team: Ivette Hilario



Start Time: 7:15pm

FlixbyDeja: Sports photography services for collegiate athletes.

Team: Deja Robinson



Start Time: 7:30pm

Symphony Sessions: Your Destination to Connect, Explore, and Discover your new favorite music.

Team: Tiffany Chen

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Digital Marketing, Section 3 of 5

Professor Ann Mills

Panelists: Ella Farruggia and Teri Gallo

Moderator: Andy/Valerie Feng

Room: 104



Start Time: 6:30pm

True Fencing: Your one-stop show for all of your fencing equipment needs.

Team: Charles Amodemo



Start Time: 6:45pm

Alpha Fitness: Exclusive fitness apparel.

Team: Kevin Kiernan



Start Time: 7:00pm

Third Space: A third space for students to study, watch movies, and hang out.

Team: Lauren Cagliostro



Start Time: 7:15pm

Skippy's Surf Clothing: Coastal beach clothing store.

Team: Aubrey Welch



Start Time: 7:30pm

Customizables: Clothing that is your style, your way.

Team: Anuk Ranasinghe



Start Time: 7:45pm

One-Stop Travel: Customized travel, 24 hours online answer service.

Team: Ruiting Liu

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Digital Marketing, Section 4 of 5

Professor Ann Mills

Panelists: Allison Hartnett and Jack Wagner

Moderator: Sean Mooney

Room: 118



Start Time: 6:30pm

I'm Just a Girl: A blog created to allow women to collectively share their struggles and help uplift other women who might be going through the same thing.

Team: Jennifer Dhari



Start Time: 6:45pm

The Ollie Oliveira Blog: A blog for young women.

Team: Nancy Oliveira



Start Time: 7:00pm

Golf Guru: A blog that gives information about important/relevant golf-related topics, clothing, clubs.

Team: Ryan Firman



Start Time: 7:15pm

Gen Sushi: New York City sushi restaurant and event space.

Team: Yuma Ishida



Start Time: 7:30pm

The Insight Chronicles: Unpacking the latest celebrity buzz and cultural waves.

Team: Lindsay Orellana



Start Time: 7:45pm

JTWalldesign: Wallpaper installation company.

Team: Anthony Tancredi

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Digital Marketing, Section 5 of 5

Professor Ann Mills

Panelists: Tiago DosSantos and Greg Licciardi

Moderator: Sarah Abramowitz

Room: 216



Start Time: 6:30pm

Chewy: A capstone analysis of 10 seminal marketing theories against Chewy marketing.

Team: **Htway Min**



Start Time: 6:45pm

Bark & Go: Professional dog walking services tailored specifically for busy dog owners.

Team: Zeid Shammoot



Start Time: 7:00pm

Ocean Chic: A Jewelry company that is inspired by the ocean; every piece is eco-friendly and sustainable.

Team: Chayse Mercer



Start Time: 7:15pm

Fanzone Threads: Trendy sports clothing for females.

Team: Francesca Veltri



Start Time: 7:30pm

Dine & Dress: Pick the perfect outfit for restaurants in New York City.

Team: Isabella Rukaj



Start Time: 7:45pm

Ford Golf Academy: Institute to help you improve your golf game.

Team: **Mike Ford**

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Entrepreneurship, Section 1 of 2

Professor Robert Donnelly

Panelists: Valerie Simon and Michael Tesoro

Moderator: Tracy Andrews

Room: 117



Start Time: 6:30pm

Fetch and Fold: A laundry service that picks up, washes, dries, and delivers students' laundry right to their dorm rooms or apartments.

Team: Daniel Arcari, **Jahon Rajabiy**



Start Time: 6:45pm

Beyond the Game: An app for retired athletes who are learning how to transition back to "normal life". The plan is to have the app feature workout programs, live podcasts from the founders, a nutritional section and a mental health component.

Team: Aimee Barsa, Alexa Krause, Rebecca Racine



Start Time: 7:00pm

EcoFind: An app where you are able to scan things you purchase to see if it is sustainably sourced.

Team: Dayana Ramirez



Start Time: 7:15pm

Paradox: A business that sells mineral accessories such as crystal, obsidian, jade, gemstones, etc. We combine divination, tarot cards, constellations, and fortune tests to recommend suitable accessories to users on the website using algorithms.

Team: Jiaxiang Yuan, He Xian, **Jiayi Lu**



Start Time: 7:30pm

TBD

Team: Connor Ruscansky



Start Time: 7:45pm

Butterfly Effect: A clothing company.

Team: **Kevin Cronin**, Destiny Nwankwo, Malcolm Newman

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Entrepreneurship, Section 2 of 2

Professor Robert Donnelly

Panelists: Ed Rowland, Michael Ravensbergen, Gina Maria Johns

Moderator: Robert Donnelly

Room: 120



Start Time: 6:30pm

Bright Lights: A holiday lights service.

Team: Anthony Tonini



Start Time: 6:45pm

TrackPad: A live vitals fitness tracker for athletes that play high-intensity sports such as soccer and football.

Team: Shiv Bhaskar, C J Addeo



Start Time: 7:00pm

NextGen FanZone: A virtual reality sporting experience company.

Team: Dallas Lorenzetti, Noah Patrick, Jake Bilheimer, Matt Myers



Start Time: 7:15pm

Craftly: A subscription service for handmade artisan goods.

Team: Holly Clare, Daniel Stevens, Alexa Cirri



Start Time: 7:30pm

Vitalize: An all natural, healthy sports drink.

Team: Beth Dobrich, **Harrison Anderson**, Keemah Bright

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Investments

Professor Qiqi Liang

Panelists: Peter Milligan, Steven Scansaroli and Jeffrey Noss

Moderator: Qiqi Liang

Room: 218



Start Time: 7:00pm

Investments

The Onset of the Fed's Rate Cut Cycle: The impact of the Fed's rate cuts on selected financial assets .

Team: Dante Spagnuolo, Ethan Crane, Ravi Sankeerth Reddy, Venkatesh Reddy, Guanru Chen



Start Time: 7:15pm

Investments

The Onset of the Fed's Rate Cut Cycle: The impact of the Fed's rate cuts on selected financial assets

Team: Emma Boggs, Leila Ksiyer, Maddie Byrd, Madi Bailey



Start Time: 7:30pm

Investments

The Onset of the Fed's Rate Cut Cycle: The impact of the Fed's rate cuts on selected financial assets.

Team: Matthew Giordano, Saraphina Noel-Jeune, Mengyuan Xu, Dave Mingot

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Principles of Finance

Professor Hamed Yousefi

Panelists: Kevin Bodnar, Josh Myers and Chris Walsh

Moderator: Jeffrey Noss

Room: 101



Start Time: 6:30pm

Team: Caleb Edwards-Inniss, Andrew Oliveira, Jack Mocik, Luka Genao, Harrison Anderson



Start Time: 6:50pm

Team: Faheid Shibly, Sheila Delorean, Christopher Tobia, Nick Heinio-Widell, Aidan Desola



Start Time: 7:10pm

Team: Zachary Zukofsky, Yan Liu, Brendan Burkett, Jonathan Gutierrez, Tyler Olechowski, Yuly Carreno



Start Time: 7:30pm

Team: Karen Quituisaca, Noah Gardos, Miguel Rodriguez, Niurka Honores, Riley Zeer, Nick Shaffer

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Principles of Marketing, Section 1 of 2

Professor Mark Hosbein & Maggie Wells

Panelists: John Cevallos and James Colistra

Moderator: Mark Hosbein

Room: 201



Start Time: 6:30pm

Apple Electric Cars: Investigation of the potential for Apple to get into the electric car market

Team: Finn Krause, Julia Kolenda, Ronnie Rodriguez, **Jinyi Lu**



Start Time: 6:45pm

AirBnB Gear: The potential for AirBnB to offer exclusive lines of clothing and gear for patrons of its vacation rental properties

Team: Gabe Dipierro, **Katlin Maza**, Liam Larkin, Muhammad Abubakar



Start Time: 7:00pm

Spotify Pass: Concert ticket app.

Team: Kirsty Hand, Josh Soiferman, Diane Angeles, Ethan Baer



Start Time: 7:15pm

Nike Energy Drinks: Nike is about to make a big splash in the energy drink market!

Team: Emily Rhode, Liam Gregory, Adian Hanson



Start Time: 7:30pm

Dunkin' Swirl: A line of coffee syrups based on your favorite donut flavors.

Team: **Caleb Edwards-Inniss**, Julianne Swaney, Magdaline McCort

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Principles of Marketing, Section 2 of 2

Professor Mark Hosbein & Maggie Wells

Panelists: Michael Carri and Sabrina McGuigan

Moderator: Maggie Wells

Room: 215



Start Time: 6:30pm

NBA Mini-Poopers: Diapers branded with your favorite NBA team.

Team: Papie Roberts, Joshua Kline, **Kevin Cronin**, David Musial



Start Time: 6:45pm

Doritos Spicin': A line of spices based on most popular Doritos flavors.

Team: Dulce Gonzalez, Brian Malave Jr et al



Start Time: 7:00pm

Jordan Recovery: Massage roller from Michael Jordan.

Team: Joey Larmore, Peyton Makowiecki, Jake Rainero, Caroline Larsen



Start Time: 7:15pm

SoundCloud Hitz: Matchmaking service for musicians looking collaborate.

Team: Alpha Sesay, Patrick Mccord, Jed Chamberlin, Joshua Thomas



Start Time: 7:30pm

Moore Than Paint: Line of nail polishes from Benjamin Moore.

Team: Isa Grof-Tisza, Ava Rosa, Maxine Larsen



Start Time: 7:45pm

Under Armour Overland: Truck-bed tents

Team: Brandon Kobryn, Luke Tambasco, Xinkai Lin

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