

DREW UNIVERSITY
BEAR DEN



LAUNCH

Spring 2025 Program

Innovation, Section 1 of 3

Professor Ann Mills

Panelists: Alejandra Lopez, Ed Rowland

Moderators: Ann Mills

Room: BC-102



Start Time: 6:30pm

True Fencing: An e-commerce store dedicated to helping beginners take their first step into the sport with confidence by providing top-quality, affordable fencing gear designed specifically for new fencers.

Team: Charles Amodemo



Start Time: 6:42pm

Connections: Helps connect lawyers and their services to companies in need.

Team: Ryan Fischer



Start Time: 6:54pm

TuranAgro: An agricultural company based in Atyrau, Kazakhstan, dedicated to cultivating and exporting high-protein alfalfa as a reliable, sustainable source of livestock feed to meet the increasing demand in the Middle East.

Team: Tanir Zhubanov



Start Time: 7:06pm

Clipse Gummies: Small scaling energy gummies, energy drinks and powders

Team: Yeicob Martinez



Start Time: 7:18pm

Cryo-Go: A lightweight, collapsible ice-bath with built-in cooling system to keep water cold without constant refills.

Team: Ricky Kilichowski



Start Time: 7:30pm

BEARformance: A footwear company that brings the benefits of barefoot shoes to the playing field through wide toe box, zero-drop baseball and softball cleats.

Team: Jake Noonan



Start Time: 7:42pm

CoWorkly: A remote work platform offering communication, community and file uploading.

Team: Jack Morgan



Start Time: 7:54pm

ReThink: Creates educational and fun toys for children by utilizing recycled plastics.

Team: Sarah Weber

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

Innovation, Section 2 of 3

Professor Ann Mills

Panelists: Lawrence Horowitz, Valerie Simon

Moderators: Andy Feng

Room: BC-103



Start Time: 6:30pm

Redhawk Basketball Academy: A weekly (year-round) basketball clinic, as well as summer camps, run by former and current players and coaches.

Team: Patrick Higgins



Start Time: 6:42pm

Fresh Start: Solar powered lawn and snow equipment that reduces fossil fuel usage.

Team: Devon Musial



Start Time: 6:54pm

Moxi Lacrosse: High-level lacrosse training accessible to all players using virtual reality and pro-level coaching, which helps athletes improve faster, play smarter, and reach their full potential.

Team: Mike DeMayo



Start Time: 7:06pm

DressDash: An interactive sustainable fashion app helping users reduce their overconsumption of clothes and rediscover their closets.

Team: Isabella Rukaj



Start Time: 7:18pm

Reactive Paws: A program to improve the lives of reactive dogs and their owners by providing high-quality, specially-designed dog treats and expert training sessions.

Team: Madisyn Byrd



Start Time: 7:30pm

The Gator: Automatic chemical dispenser for pools.

Team: Josh Kline



Start Time: 7:42pm

Safe Sip Co: A color-changing cup that turns color when a controlled substance is added to the drink.

Team: Parker Wills



Start Time: 7:54pm

Reduce, Reuse Lego: A service to help people who love Legos and want to experience the joy of building Legos at a fraction of the price and without the stress of storage.

Team: Kristen Camacho

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Innovation, Section 3 of 3

Professor Ann Mills

Panelists: Bob Kaufmann, Steven Scansaroli

Moderators: Ryan Hinrichs

Room: BC-104



Start Time: 6:30pm

Ricciardi Keys: Eco-friendly keyboards crafted from 100% recycled plastics and metals and reduce e-waste.

Team: Joey Ricciardi



Start Time: 6:42pm

PassGo: A service that provides online and physical password management and protection

Team: Matthew Lescano



Start Time: 6:54pm

Neuro Sync: An AI-powered wearable and cloud platform that captures, analyzes, and transforms your dreams into innovation

Team: Alpha Sesay (Presentation 1 of 2)



Start Time: 7:06pm

BP Ocean: BP Ocean simplifies international car shipments by connecting shippers with reliable carriers.

Team: Alvaro Furfaro-Rodriguez



Start Time: 7:18pm

Refilament: A company that offers a sustainable solution to 3D printer filament rolls by allowing printers to send their plastic waste, which is melted down and recycled into new filament rolls.

Team: Anthony Tonini



Start Time: 7:30pm

Snaps to Naps: A bedding product for all ages—children to elders—that helps people who want to maintain a tidy bed with less fuss.

Team: Kiara Torres



Start Time: 7:42pm

Sol Chill: A solar-powered refrigerator designed for off-grid communities, small businesses, farmers, and healthcare providers.

Team: Alpha Sesay (Presentation 2 of 2)

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Marketing Theory and Practice, Section 1 of 2

Professor Ann Mills

Panelists: Peter Milligan, Victoria Vitarelli

Moderator: Tracy Andrews

Room: BC-117



Start Time: 7:00pm

Amazon Sports: Effie Collegiate 2025 Marketing Challenge Entry. Please do not take photos or share any information about this presentation as it is covered by a NonDisclosure Agreement (NDA).

Team: Miguel Rodriguez, Tiffany Chen, Ruiting Liu, **Jennifer Dhari**



Start Time: 7:15pm

Amazon "Liz": Effie Collegiate 2025 Marketing Challenge Entry. Please do not take photos or share any information about this presentation as it is covered by a NonDisclosure Agreement (NDA).

Team: Theo Saganic, **Joey Ricciardi**



Start Time: 7:30pm

Amazon Prime Profiles: Effie Collegiate 2025 Marketing Challenge Entry. Please do not take photos or share any information about this presentation as it is covered by a NonDisclosure Agreement (NDA).

Team: Logan Bailey, Stephanie Huang



Start Time: 7:45pm

#WhyILoveRufus: Effie Collegiate 2025 Marketing Challenge Entry. Please do not take photos or share any information about this presentation as it is covered by a NonDisclosure Agreement (NDA).

Team: Lauren Cagliostro and **Sierra Walker**

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Marketing Theory and Practice, Section 2 of 2

Professor Ann Mills

Panelists: Jeffrey Noss, Preethi Rao

Moderator: Jessica Lakin

Room: BC-118



Start Time: 7:00pm

Amazon Prime: The Homepage That Knows You Best: Effie Collegiate 2025 Marketing Challenge Entry. Please do not take photos or share any information about this presentation as it is covered by a NonDisclosure Agreement (NDA).

Team: Sophie Gajowskyj, Olivia Oberlin, Jayleen Neira, Juliana Sarmiento



Start Time: 7:15pm

Prime Health: Effie Collegiate 2025 Marketing Challenge Entry. Please do not take photos or share any information about this presentation as it is covered by a NonDisclosure Agreement (NDA).

Team: Devon Musial, Patrick Higgins, Matthew Lescano



Start Time: 7:30pm

Green Pack: A plant-based, biodegradable and compostable packaging solution.

Team: Barend Oostdam

NOTE: this presentation is from the Innovation panel



Start Time: 7:45pm

Amazon Prime Points: Effie Collegiate 2025 Marketing Challenge Entry. Please do not take photos or share any information about this presentation as it is covered by a NonDisclosure Agreement (NDA).

Team: Benjamin Castro, Samantha Haase, Dominique Cobb

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Principles of Marketing, Section 1 of 2

Professor Maggie Wells

Panelists: Ella Farruggia, Teri Gallo

Moderator: Maggie Wells

Room: BC-201



Start Time: 7:00pm

Valve Originals: Production studio to create film and TV adaptations of Valve games.

Team: Mira Adilov, Colin Diodato, Vlad Khanov, **Jack Morgan**, Ivan Rybalchenko



Start Time: 7:12pm

Connex: Satellite router from SpaceX.

Team: Emily Bass, Rocco Checchoetto, Mateo Duran, Max Gayevsky, Danielle Pettoni, Tala Varoqua



Start Time: 7:24pm

Spotify Zen: A mental health wellness app from Spotify.

Team: Angelie Jean-Baptiste, Jadeth Joissim, Sam Liberato, Jordan Severino, Jodi Velez



Start Time: 7:36pm

Icy Hot Polar Flair: Temperature-regulating sports jerseys.

Team: Dylan Coleman, Kevin Cotton, Andre De Los Reyes, Dylan Gallagher, Jorge Hernandez, Connor Stokoe



Start Time: 7:48pm

Drew Pub: A marketing plan for the pub with the goal of achieving profitability.

Team: Omar Ahmed, Andrew Duhaime, Maureen Figueredo, Carmine Meola, Natalia Rakviashvili, Fred Villegas

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Principles of Marketing, Section 2 of 2

Professor Maggie Wells

Panelists: Allison Hartnett, Len Resto

Moderator: Karen Smith

Room: BC-120



Start Time: 6:45pm

Diber: Campus-based ride-share app from Meta.

Team: Scott Bao, **Xiao Li**, Enzhou Shi, Ziyi Zhu



Start Time: 6:57pm

Dream On: Mattress toppers designed for college dorms from On Cloud.

Team: Sarah Crowley, Kristina Lowe, Haley Meierhofer, Amy Rachilla, Cassie Sengul



Start Time: 7:09pm

WMNJ: A marketing plan for the Drew radio station with goals of building up the pool of on-air talent and audience.

Team: Jeff Ayeh-datey, Avery Cohen, Ty Gelijns, Evan Richardson



Start Time: 7:21pm

Yeti Bites: Nutritious vacuum-packed meals for hikers and campers.

Team: Liam Caldwell, Owen Edwards, Iggy Martinez, Kevin Martinez, Teni Olufore



Start Time: 7:33pm

Dyson HeatSync: Heated gloves made by Dyson

Team: Brett Bilak, Arsenii Buryi, Tim Kim, Nilson Vides, Loris Zhang



Start Time: 7:45pm

LinkU: A brand extension of LinkedIn specifically for college-bound high school students and college students.

Team: Sandra Faragalla, **Diana Samchuk**, Mariia Smolenska, Kyle Talerico

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Consumer Behavior

Professor Chris Andrews

Panelists: Kevin Bodnar, Patrick Higgins

Moderator: Chris Andrews

Room: BC-218



Start Time: 6:45pm

A Work of Heart Productions: A Work of Heart Productions aims to engage audiences through a campaign for Merrily We Roll Along, highlighting themes of ambition, friendship, and live theater. The goal is to inspire lasting community involvement by showcasing the company's creative, inclusive spirit and fostering deeper connections through meaningful shared experiences.

Team: Benjamin Castro, Isabella Da Silva, Lindsay Orellana, Diana Samchuk, Samantha Haase



Start Time: 7:00pm

ELYS Hot Button App: ELYS Legacy Management is launching a new app and aims to develop a strategic marketing plan to showcase its features and benefits. This project focuses on using social media to boost visibility and engagement. Learners will research market trends, identify target demographics, craft tailored messaging, and design a content calendar based on successful app campaigns.

Team: Alexa Cirri, Sheila Delorean, Alexa Krause, Zoefia Shimp, Sierra Walker, Aubrey Welch



Start Time: 7:15pm

Happy Camper Live: Happy Camper Live is seeking marketing students to develop a launch campaign for its new Shopify and Amazon stores, focused on children's card games. The goal is to build brand awareness, drive traffic, and generate sales. Students will apply skills in digital marketing, content creation, and outreach, targeting parents, educators, and summer camp fans. This project offers hands-on experience executing a full campaign within a set timeframe.

Team: Charles Amodemo, Jed Chamberlin, Benjamin Chomon-Collins, Adian Hanson, Nicholas Klein, Malcolm Newman



Start Time: 7:30pm

AumOui Lifestyle Essentials, Inc.: AumOui Lifestyle Essentials, Inc. aims to boost product visibility and brand awareness in the lifestyle sector through innovative business and marketing strategies. This project involves analyzing market trends, identifying target demographics, and evaluating current efforts. The objective is to create a strategic plan that aligns with AumOui's brand values and connects with its audience.

Team: Simona Avramoska, Caia Carlesimo, Chris Chyzowych, Marilynn Diaz, Dayana Ramirez, Sophie Gajowskyj, Kapriana Payami, Francesca Veltri, Jennifer Dhari



Start Time: 7:45pm

SleepGift by Body Benefit Enterprises Inc.: To create detailed personas and journey maps for our target audience to ensure our product or service aligns with their needs, pain points, and goals. This will provide actionable insights to refine user experiences and improve the effectiveness of our offerings.

Team: Jake Bilheimer, Ryan Fischer, Patrick Higgins, Joseph Ricciardi

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Social Impact

Professor Maliha Safri

Panelists: Christian Matheis, Mads Menoher, Pamela Morgan

Moderator: Jennifer Olmsted

Room: BC-204



Start Time: 6:45pm

The Advocacy Circle: This research group has been working on a semester-long civic engagement project helping a group of younger activists start a new nonprofit organization: The Advocacy Circle.

Team: Sarah Weber, Ella Reyngoudt, Aidan Desola, Gabrielle Dionysius, Agnes Aghanwa



Start Time: 7:15pm

Every Campus a Refuge: This team has conducted secondary market research to identify benchmarks for program comparison to help Every Campus a Refuge (ECAR) establish a certification program called the “WIN Certification.” WIN stands for “Welcome and Inclusion of Newcomers.”

Team: Victoria Hiscott, Arianna Mendez, Fundi Ngcongwane, Natali Amaro, Evan Pratts



Start Time: 7:45pm

The Committee on the Status of Women: The NGO Committee on the Status of Women, NY (or NGO CSW/NY) is a coalition of civil society organizations and individuals advocating for gender equality and the rights and empowerment of women and girls. In particular this student group will be supporting and presenting on their semester-long project engaging with the Working Group on Social Justice, Working Group on Peace and Gender Equality and the Youth Leaders & Young Professionals Subcommittee.

Team: Maeve O'Murchu, Zahrah Azeem, Isabel Banchitta, Rudy Cazenave

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Investments

Professor Qiqi Liang

Panelists: Michael Lloyd, Josh Myers

Moderator: Qiqi Liang

Room: BC-215



Start Time: 6:30pm

UK

Team: Corey Bethel, **Marilynn Diaz**, Eric Dunaway, Mike Ford, Jonathan Gutierrez



Start Time: 6:43pm

Germany

Team: Niurka Honores, Yuly Carreno, Hongcheng Qian, Daniel Stevens



Start Time: 6:56pm

Japan

Team: Ben Cacoilo, Yuheng Fu, Vidalouis Kyei, Sheng-Wen Lu, Tyrik Once



Start Time: 7:09pm

Germany

Team: Gabe Spivak, Nicholas Heinio-Widell, Harrison Anderson, Eberardo Perez



Start Time: 7:22pm

Japan

Team: **Xiao Li**, Wenbo Jiang, Maxine Larsen, Huriel Perez, Tino Puentes



Start Time: 7:35pm

Switzerland

Team: Zachary Zukofsky, **Aidan Desola**, Noah Gardos, Nathan Entwisle, **Ryan Ricci**

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Principles of Finance

Professor Hamed Yousefi

Panelists: Sean Mooney, Chris Walsh

Moderator: Hamed Yousefi

Room: BC-101



Start Time: 6:30pm

Portfolio creation: Students are required to create a portfolio of at least 5 stocks picked from S&P500 companies and conduct valuation using DGM and market multiple method.

Team: Conor Shiflett, Eli Sanford, **Parker Wills**, Kati Matteson, **Ryan Ricci**



Start Time: 6:45pm

Portfolio creation: Students are required to create a portfolio of at least 5 stocks picked from S&P500 companies and conduct valuation using DGM and market multiple method.

Team: Kate Rice, Peninah (Zari) Kamau, Johnathan Polo, Ryan Rodrigues, Felaniaina Nomenjanahary, **Kristen Camacho**



Start Time: 7:00pm

Portfolio creation: Students are required to create a portfolio of at least 5 stocks picked from S&P500 companies and conduct valuation using DGM and market multiple method.

Team: Frank Master, Ian Curley, Nick Forero Aguilera, Ronnie Rodriguez, Miabella Diaz



Start Time: 7:15pm

Portfolio creation: Students are required to create a portfolio of at least 5 stocks picked from S&P500 companies and conduct valuation using DGM and market multiple method.

Team: Ryan Firman, Melvin Bermudez, Manuel Alderete, Alex Feeney, Daniel Arcari



Start Time: 7:30pm

Portfolio creation: Students are required to create a portfolio of at least 5 stocks picked from S&P500 companies and conduct valuation using DGM and market multiple method.

Team: Eric Castner, Tanielle Thelusca, James Cahill, Anastasia Scansaroli, Ernesto Ospina



Start Time: 7:45pm

Portfolio creation: Students are required to create a portfolio of at least 5 stocks picked from S&P500 companies and conduct valuation using DGM and market multiple method.

Team: **Alvaro Furfaro-Rodriguez**, Conor Kagel, Alexander Graziano, Nolan O'grady, Nicholas Krison

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