



# Metro Media

Virtual Enterprises' New York Metro Region Newsletter

## 2019 Business Plan Competition Champions!

The New York Metro Region of Virtual Enterprise conducted business plan competitions from December through February. 75 teams from NYC, Yonkers, Wappingers Falls, Pennsylvania and New Jersey prepared written business plans, slide shows and 8-10 minute oral presentations. Students impressed the judges with answers to questions designed to elicit critical-thinking skills. Many teams were mentored by business professionals from private firms such as Viacom, NBC Universal, Deloitte, FedEx, Morgan Stanley, BNP Paribas and many more. Congratulations to the four First-Place winners in the New York Metro Region shown below!



**Blutivity - Yonkers High School**



**VEKO - Edward R. Murrow High School**



**Deja Brew - Morris Knolls High School**



**Bloom Technologies - Germantown Friends School**

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## Central Division Business Plan Competition and Trade Show at Fairleigh Dickinson University

On January 15th, 19 Virtual Enterprise teams from New Jersey came to Fairleigh Dickinson University to participate in the Central Division Business Plan Competition and Trade Show. Students presented their business plans to a panel of judges and were able to trade with other VE firms at the trade show. It was an amazing day for all involved. Thank you to our colleagues at FDU for helping organize this great event. Congratulations to the following three teams for their outstanding achievements:



**1st Place:**

*Deja Brew*

Morris Knolls High School



**2nd Place:**

*MerchMe*

Morris County School of Technology



**3rd Place:**

*Elia Life Inc.*

West Orange High School

## Southern Division Business Plan Competition and Trade Show at Albright College

On January 18th, 7 Virtual Enterprise teams came to Albright College for the first annual Southern Division Business Plan Competition and Trade Show. Students presented their business plans to a panel of judges and were able to trade with other VE firms at the trade show. Thank you to our colleagues at Albright College for helping put together such an amazing event. Congratulations to the following three teams for their outstanding achievements:



**1st Place:**

*Bloom Technologies*

Germantown Friends School



**2nd Place:**

*MealKit*

Roxborough High School



**3rd Place:**

*PetPoint*

Robbinsville High School

## North Division Business Plan Competition at College of Mount St. Vincent

The North Division competition was held at the College of Mount St. Vincent in the Bronx. 12 teams from the Bronx, Wappingers Falls and Yonkers competed for a chance to compete in the National Business Plan Championships. After the morning preliminary round, 6 teams advanced to the Finals. In a closely-contested final round, Blutivity from Yonkers High School won the first-ever North Division championship and will compete in the Nationals in April.

Many thanks go out to Dr. Nina Aversano from the College of Mount St. Vincent for hosting this wonderful event.



**1st Place:**  
*Blutivity*  
Yonkers High School



**Finalist**  
*Suave Eats*  
In Tech Academy



**Finalist**  
*Bearables Inc.*  
Yonkers Montessori Academy



**Finalist**  
*In Site Media*  
John Jay Senior High School

## NYC Schools going to National Championships!

On February 15, students representing twenty VE firms across New York City gathered at the United Federation of Teachers to present their business plans. These teams advanced to the NY Citywide Championships based upon their placement in the local competitions in December. Congratulations to the following three teams for their outstanding achievement and for advancing to the National Business Plan Competition in New York City on April 15 at the Microsoft Technology Center:



### 1st Place:

VEKO - Edward R. Murrow High School



### Sterling Roberson

Vice President of CTE, UFT  
Keynote Speaker - Opening Ceremony



### 2nd Place:

LuxDesigns - Francis Lewis High School



### Ray Pullaro

LIU Brooklyn, Interim Dean

Keynote Speaker - Championship Round



### 3rd Place:

FLY NY - High School of Fashion Industries



## NY Metro Middle School Events

The VE-JV Business Pitch Competition showcases some of our youngest budding entrepreneurs from middle schools who are part of the VE-JV Career Academy. Teams representing their VE-JV companies will present their business pitches to industry professionals in the Business Pitch Competition and demonstrate skills in public speaking, fundamental business concepts, technology, and critical thinking. The VE-JV 7th Grade and 8th Grade Business Pitch Competitions will take place in May this semester. Many thanks go out to NY Life for supporting our VE-JV programs.

## VE-JV Coordinators Get Recognized at UFT Awards

On Friday, February 8th, two of our VE-JV Coordinators were honored at the annual CTE Awards Ceremony hosted by the United Federation of Teachers. The two teachers, Erica Sadagursky from IS 51 Edwin Markham School and Joanna Gillen from William McKinley Middle School were awarded the Virtual Enterprise CTE award by President Nick Chapman and NY Metro Director Paul Presti for their outstanding work with their 7th and 8th grade classes.

## 2018 7th Grade Business Pitch Competition Results



1st Place  
**Brigzley Delights**  
*Edwin Markham I.S. 51*



2nd Place  
**Aqua Feet**  
*William McKinley J.H.S. 259*

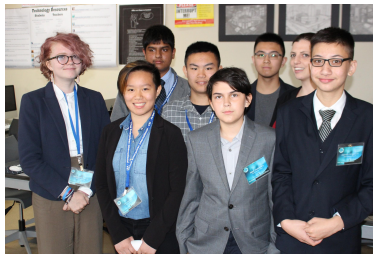


3rd Place  
**Life-Watch**  
*William McKinley J.H.S. 259*

## 2018 8th Grade Business Pitch Competition Results



1st Place  
**Spartan Des1gns**  
*Edwin Markham I.S. 51*



2nd Place  
**Gizmo Gadgets**  
*William McKinley J.H.S. 259*



3rd Place  
**Bags360**  
*America's School of Heroes M.S. 137*

VE-JV is Supported By:



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# CEO Corner



## Paula Antar

*A1 Drive International Corp. - Magen David Yeshivah HS, Brooklyn, NY*

Paula Antar, CEO of A1 Drive International Corp, has a unique ability to help and mentor other students. Paula multi-tasks effectively, and she is able to handle a high-volume workload. She consistently meets or surpasses all weekly assignment expectations and her daily class participation is intuitive and relevant. She has been of particular value to the firm because of her team player mindset, enthusiastic embrace of change, ability to work with minimal supervision and unwavering commitment to exceeding expectations.

## Aidan Curry

*Bloom Technologies - Germantown Friends School, PA*

Aiden is very organized, and a good leader. He is good at making sure that the company is running smoothly, and ensures strong communication among employees.. Outside of class, Aidan is an active leader in Boy Scouts of America. He is an Eagle Scout and was elected the Senior Patrol Leader. Over the last few years, he has had three internships that reflect his interest in business at Aerial Applications, Comcast NBCUniversal - University Relations and American Reading Company. In addition to his internships, he was one of the founders of the GFS Wharton High School Investment Competition. In the team's 2nd year they were one of 18 teams selected in the world as a finalist.



## Gauri Kshirsagar

*MerchMe- Morris County School of Technology, NJ*

Gauri is the committed CEO of the promotional and advertising company MerchMe. She is passionate about taking leadership to the next level by serving as an effective role model for her community and colleagues. When not managing the helm of MerchMe, Gauri enjoys singing, playing the guitar, participating in gymnastics, being involved in NHS and NTHS, and competing in SkillsUSA, DECA, and Fed Challenge events.

## Carmella LaBella

*Bearable, Inc. - Yonkers Montessori Academy, Yonkers, NY*

Carmella participated in last years' Travelistic business and returned to the VE program as a junior with lots of experience in her new role as CEO of the new firm Bearable Inc.. Carmella stepped up and was instrumental in business competitions and the running of Travelistic. She is a passionate leader, and always helps her peers. Carmella is an asset to her business and also participates in school activities. Last year she was awarded Business Student of the Year honors by the Yonkers Public Schools and YMA.



# National Branding Competition Results

*Congratulations to the following firms from New York Metro Region for placing in the National Branding Competition:*

## TOP 10%

**All Natural NYC** - Queens  
Technical HS, NY

**HOPE** - Academy of Finance and  
Enterprise, NY

**LuxDesigns** - Francis Lewis HS, NY

**Nuapps** - Francis Lewis HS, NY

## TOP 25%

**99 @dventures** - BCTC, PA

**Deja Brew** - Morris Knolls HS, NJ

**EliaLife, Inc.** - West Orange HS, NJ

**EVOLVE** - Ralph McKee HS, NY

**Ocean Rippers** - Morris Hills HS, NJ

**PetPoint** - Robbinsville HS, NJ

**Polar Ice** - New Dorp HS, NY

## Honorable Mentions

**Bucket List Travel** - Abraham Lincoln HS, NY

**FITS** - HS for Arts and Business, NY

**In Touch Inc.** - New Dorp HS, NY

**MatchWear** - Francis Lewis HS, NY

**NAVA, Inc.** - AOFE, NY

**Your Name Here** - Fort Hamilton HS, NY

**N'Velop** - Sussex County Technical School, NJ

To view the brand packages, and results of other national competitions visit :  
<https://Veinternational.org/competition-results/>

## Upcoming Events

**March 15:** Mini Trade Show at Susan E. Wagner High School

**March 27:** NYC Coordinators Meeting at MLK Campus

**April 15-17:** Youth Business Summit

**April 15:** National Business Plan, Finance, Human Resources, and Marketing Competitions at Microsoft Technology Center.

**April 16:** NYC Global Business Challenge at LIU Brooklyn

**April 17:** International Trade Exhibition at Brooklyn Cruise Terminal

**May 10:** NJ/PA Global Business Challenge at Fairleigh Dickinson University

## Alumni News: Where are they now?



### Meet Abril!

Abril Peña worked for the VE firm Allure at the High School for Arts and Business. After graduating in 2014, she went on to study Business/ Corporate Communications at Baruch College. Abril started as a Fellow in the VE Central Office in July of 2015 and after her graduation from Baruch in December of 2018, was hired full-time as the Engagement Coordinator for Virtual Enterprise International. Abril is a hard-working employee who always has a smile on her face. If you see her at a VE event, don't forget to say "Hi!".

## VE Throwbacks!



**Piece Of Cake Inc - Ewing High School, NJ  
NYC Trade Fair 2010**



**VE Law - New Dorp High School, NY  
National Business Plan Champions 2010**



**Use the hashtag #VETHROWBACK  
and #VEALUMNI to get your firm  
featured in our next issue**



# Meet the VE Fellows



## Anwaar

Anwaar Barakat began as a Fellow in the VE office September of 2018. She is a VE Alumna from Fort Hamilton High School. She served as the CEO of 'Your Name Here'. Last summer she completed an internship with Janney Montgomery Scott where she learned many skills necessary to enhance her real-world experiences. Anwaar is currently in her first year at Baruch College with a focus in Marketing in Advertising and Communications. In her free time, Anwaar loves spending time with her family and friends.



## Farogh

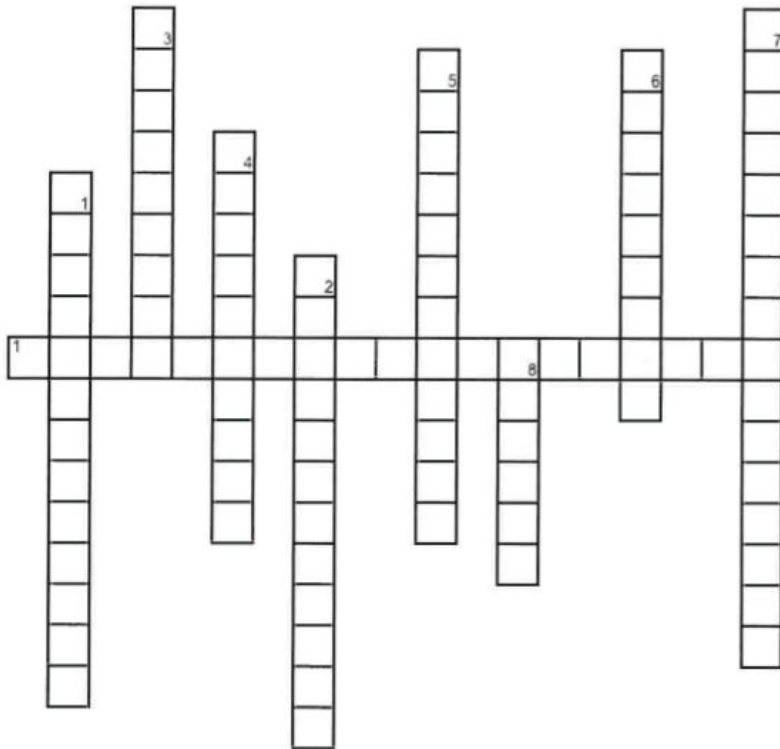
Farogh Dar began as a Fellow in the VE office September of 2018. He is a VE Alumnus from William Cullen Bryant High School. Last year he was the CEO of the firm Stellar Tech. Farogh is a first-year student at Baruch College, majoring in Finance and plans to add a minor soon. Over the summer he worked at a summer camp at his local elementary school. During his free time, he loves to play basketball with his friends and work out at his local gym.



## Alexis

Alexis Montano began as a Fellow in the VE office in March of 2018. She is a VE Alumna from the High School of Economics and Finance. She worked in the Human Resources department at the firm L.I.F.E.. She is currently attending LaGuardia Community College where she then plans on transferring to a four-year institution to double-major in Accounting and Business Administration. Her favorite part about working at VE is that the people are incredible and the opportunities are endless.

## VE Crossword Puzzle



### Across

1. Virtual Enterprise International Trade Show

### Down

1. Middle School VEI Program
2. A document setting out a business' future objective and strategies for achieving them
3. A company not in business primarily to make a profit.
4. An accounting software package
5. A company's yearly report to shareholders, documenting it's activities and finances in the previous fiscal year
6. Revenue minus expenses

## VE Tips & Tricks

*"If you want your firm to perform at its best, you have to put in the time to do so. Incorporate different things to make it a fun time for students, such as; real giveaways, games, etc."*

**-Maya Paul**

**(CMO at N'Velop;  
Sussex County Technical  
School)**

*"Contact local businesses around your neighborhood/school to ask for donations, products, or vouchers in exchange for advertisement at your booth at the trade show."*

**-Abril Peña**

**(VE Engagement  
Coordinator)**

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