



Metro Media

Virtual Enterprises' New York Metro Region Newsletter

2020 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, Connecticut 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, HSBC, Intuit, BNP Paribas and LIU. Congratulations to the four First-Place winners in the New York Metro Region shown below!



Cardinal Morris County School of Technology



FITS High School for Arts & Business



ReCase Berks Career and Tech Center



Perfect Petals John Jay High School

- What's Inside?**
- NY Metro News - Page 2 - 4
 - VE-JV - Page 5
 - CEO Corner - Page 6
 - National Competition Results - Page 7
 - Alumni News - Page 8
 - #VEInternational - Page 9
 - NY Metro Staff Updates - Page 10

| NY Metro News |

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



On January 14th, 17 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:
Cardinal

Morris County School of Technology



2nd Place:
StudyIT!

The Academy of Math Science & Engineering



3rd Place:
Zo, Inc.

West Orange High School

Southern Division Business Plan Competition and Trade Show at Albright College



On January 22nd, 10 Virtual Enterprise teams came to Albright College for the second annual Southern Division Business Plan Competition and Trade Show. The participation in this event doubled from the past year and the level of professionalism displayed by the students continues to strengthen with every year. Congratulations to the following three teams for their outstanding achievements:



1st Place:
ReCase

Berks Career and Technology Center



2nd Place:

Durham Insurance
Yeshiva Gedola Of Waterbury



3rd Place:
VE Security

Sussex County Technical School

| NY Metro News |

NYC Schools move on to US National Championships!

On February 28, students representing 22 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. After a morning round of preliminary presentations, 9 teams advanced to the championship round in the afternoon. Congratulations to the following three teams for their outstanding achievement and for advancing to the National Business Plan Competition.

1st Place: *FITS*

High School for Arts & Business



2nd Place: *LuxDesigns*

Francis Lewis High School



Sterling Roberson

Vice President of CTE, UFT
Keynote Speaker - Opening Ceremony

3rd Place: *StriVE*

New Dorp High School



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

The North Division competition was held on January 10th 2020 at the College of Mount St Vincent. 9 teams from schools in Yonkers, Wappingers falls and the Bronx competed in a closely-contested round for a spot in the US National Championships in April. Congratulations to Perfect Petals from John Jay High School for winning first place and moving onto the Nationals. Many thanks go out to Dr. Nina Aversano from the College of Mount St. Vincent for hosting this wonderful event.



COLLEGE OF
MOUNT SAINT VINCENT

1st Place:



Perfect Petals

John Jay High School

2nd Place:



ExTravelganza Inc.

Academy for Scholarship and
Entrepreneurship

3rd Place:



HoloDrip

In-Tech Academy



VE Alumni Networking Event

In February VE alumni gathered in NYC at the Macquarie Group for an evening of deep discussions, insightful lessons and tons of belly laughs. VE alumni were able to connect with each other as well as additional mentors of the VE program. Overall the night was successful for all involved. Thank you Daniel Horgan for helping our alumni remember why VE is such a great resource after high school. Make sure to keep connected to VE after graduation to attend events like these in the future!



NY Metro VE-JV Spotlight HypoThreadz - Edwin Markham I.S. 51

HypoThreadz, a new VE-JV firm from Edwin Markham I.S. 51, stays true to the premise “Work Harder, Stay Cooler” with climate controlled clothing which encompasses everything from shirts and pants to windbreakers and socks. These products are designed to heat or cool a person down based on their body temperature. By interacting with chemicals released by the human body when one sweats, the diverse apparel line is designed with the consumer in mind to create a consistent, comfortable experience for active consumers during workout experiences.

Hypothreadz has a team of hardworking employees that are doing an exceptional job at running an effective and efficient operation. Each department ensures dedication to proper time and skills to complete specific tasks, while making room for collaboration within the office. Currently, the Human Resources and Accounting Departments have been strategizing and preparing for the upcoming YBS Tradeshow. The Graphics and Marketing teams have also been in preparation by furthering the development of all the promotional content and making improvements to the Hypothreadz website.

In an effort to highlight all of the wonderful work the Hypothreadz employees have done, the Human Resources Department creates a company newsletter. The latest version of the newsletter is currently in production, but it will feature some exciting news such as the employees visit to the Colonial Consulting, LLC in New York City. While visiting the firm, they had the opportunity to meet with company executives and learn more about their own personal experiences working in the corporate world.



Hear From the Team

“Being an employee for HypoThreadz is an exclusive learning experience for me and other students. The skills we learn include team leadership, social skills, company basics and much more.”

–Jayden Javier, CFO

“Working for HypoThreadz has given me the amazing chance to work together and collaborate with my peers and put together our amazing idea together, as a team. Additionally, I have been introduced to the prodigious world of business therefore giving me the advantage to thrive and grow in the business community.”

– Daniella Biscuiti, CAO

“Working for HypoThreadz has given me a multitudinous amount of opportunities to grow and thrive in a business environment. In addition to this, HypoThreadz gives me the chance to further enhance my social skills to better communicate with my peers and teams.” – Jenna Heavey, VP, Accounting & Finance

VE-JV is Supported By:



**NEW YORK LIFE
FOUNDATION**

CEO Corner



Jill Bhatia

Cardinal - Morris County School of Technology

Jill Bhatia is a young woman with skills that lead her firm to grow and flourish. Her expertise and ingenuity makes her the person for the job. Ms. Bhatia is also extremely organized, hardworking, productive, and efficient. Not only does she ensure the company runs to the highest possible standard, but she does so with clarity and confidence. Ms. Bhatia's dedication, commitment, and intellect make her the perfect CEO.

VE Security - Sussex County Technical School

Bill is in his second year as CEO for Sussex County Technical School, previously working for N'Velop LLC and now for VE Security. He spends his free time working at a golf course and playing football for his school as a right tackle and defensive end. He plans on studying business management and computer science in college.



William Hendershot



Holly Padko

Zoo To U - Pequannock High School

In Holly's second year of the VE program she has worked hard to bring the Zoo To U! Her ability to lead the pack and wrangle among her peers has made her the perfect CEO of the crazy staff. Outside of class Holly is the President of FBLA, VP of Hope, NHS Treasure, and even has some spare time to be captain of the Golf team. Zoo to U is proud of all she does and her dedication to the program. Best of luck in the future Holly!

National Branding Competition Results

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

TOP 10%

Zo, Inc - West Orange High School, NJ
Aura Digital Marketing - Ralph McKee HS, NYC
Fly NY - HS of Fashion Industry, NYC
Nirvana - AOFE, NYC
Nuapps - Francis Lewis HS, NYC
R.E.S.T. - AOFE, NYC
BeeFresh - Berks Career & Tech Center, PA

TOP 25%

Piece Of Cake - Ewing High School, NJ
MatchWear - Francis Lewis HS, NYC
N'Idea - JKO High School, NYC

Honorable Mentions

Pet Point - Robbinsville High School, NJ
Premiere Sports Travel - Morris Hills High School, NJ
VE Security - Sussex County Technical School, NJ
FITS - HS for Arts and Business, NYC
Rave - Fort Hamilton HS, NYC
ReCase - Berks Career and Tech Center, PA

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

Alumni News: *Where are they now?*



MD Uddin

High School and Graduation Year:
High School of Economics and Finance
Class of 2014

VE Firm and Position:
Staff Accountant at L.I.F.E.

College and Major:
Accounting Degree at Baruch College

Current Position:
Audit Analyst at JP Morgan Chase

“One huge VE tip I would always emphasize is leverage the technical skills used in VE to land internships. Working on Excel, data analysis, presentations, general ledgers, and bank accounts helped prepare me for my career.

Not many inner-city students have the opportunity in their junior or senior year of high school to check all those boxes that VE offers to prepare a student for the real world.

Learning financial analysis in VE helped prepare me for college.”



Anas Ahmed

High School and Graduation Year:
DeWitt Clinton High School
Class of 2012

VE Firm and Position:
Chief Marketing Officer at Cafe Impreza

College and Major:
Bachelor’s in Business Analytics at Babson College
Master’s in Statistics at Baruch College

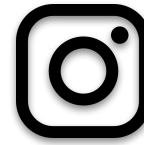
Current Position:
Data Analyst at Criteo

“Make as many friends in VE as possible and always reach out to help someone. Be a mentor, give advice and do favors without expecting anything in return. In the long run, you’ll build a great reputation and your network will be more than willing to help achieve your goals and assist you when the time comes. Your career will last the rest of your life. Don’t beat yourself if you don’t immediately get into the college, internship, or job that you dreamed of. If you work hard and do the right thing, success will find you.”



#VEinternational

Check out these NY Metro VE firms online!
@ us next time (no really - @veinternational)



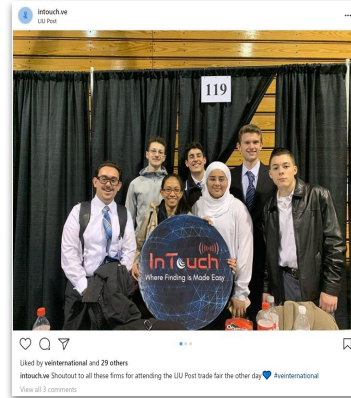
@veaofe_nirvana



@RaveMediaNY



@intouch.ve



@durham_insurance



@VESecurity



@VEInternational



@blueleafcorp



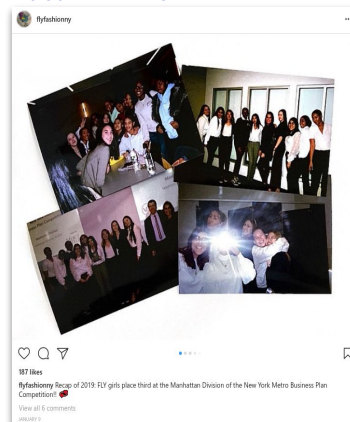
@beefresh.ve



@BakeologyNY



@flyfashionny



@maizeclean.ve



NY Metro Staff Updates



Congratulations Gina!

As of March 1st, our NYC Program Coordinator, Gina Pol, has been promoted to National Program Manager and will be working in the Virtual Enterprise National Office. Gina has dedicated herself to serving and supporting the NYC programs over the past 3 years. Gina is excited to be transitioning over to the National Office and will be assisting Elizabeth with the training she needs to take on the NYC region. Good luck Gina and thank you again for all of your hard work for the NY Metro Region!



Welcome Elizabeth!

Taking over for Gina will be Elizabeth Pooran, VE Alumna from Richmond Hill High School. Elizabeth studied International Business at Pace University. She previously worked as a Training Manager for a non-profit that provided technology services to older adults currently while pursuing her MPA at Baruch. Elizabeth interned at the VE office in the summers while in High School as well as volunteered with VE as a judge prior to joining the team. We are very excited to have Elizabeth on our team and she is looking forward to working with all of our NYC schools, teachers and students. Please feel free to reach out to her to welcome her to the VE team, her email is epooran@veinternational.org.

Want to be featured in our next issue? Email mfoley@veinternational.org or go to the link <https://form.jotform.com/82775329785171> to submit any VE-related news for our next issue.

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