



EIGHTH ANNUAL

**KENNETH A. FREIRICH  
BUSINESS PLAN COMPETITION**

**Final Presentations  
and Announcement of Awards**

April 6, 2018, 2 p.m.

Murray-Aikins Dining Hall, second floor

**SKIDMORE**  
C O L L E G E



## ABOUT THE COMPETITION

Created with the intent of fostering entrepreneurship and creativity across all majors and disciplines at Skidmore, the Kenneth A. Freirich Business Plan Competition has grown into one of the preeminent competitions among liberal arts colleges nationally. More than 350 students and 225 businesses have entered the competition, which Ken Freirich '90 established in 2010 to encourage students to follow their passions with a transformational entrepreneurial experience.

The 2017–18 competition will award cash prizes and business services valued at \$52,500 to the Skidmore students, or teams of students, who write the best business plans and convince the judges they have a viable business. Awarded in the final round on April 6, the prizes will be \$20,000 for first place, \$10,000 for second, \$5,000 for third, and \$2,500 for fourth. An additional \$15,000 in business services will be awarded to the three top teams.

Freirich himself was a student entrepreneur while at Skidmore; as a sophomore, his first business was publishing a magazine for college students that was distributed on 35 college campuses in three states. Today he is president of Health Monitor Network, a thriving entrepreneurial company that has grown fivefold over the past 10 years.

“There’s nothing more rewarding than watching these amazingly talented and creative Skidmore students take on the biggest challenges of their lives and succeed,” he says. “When you challenge yourself beyond your comfort level, that’s when you really grow and learn. When you start to succeed and hit a home run, that’s when you see that the possibilities are endless.”



### SPECIAL THANKS

to the generous donors who are underwriting the prizes:

Ken Freirich '90, Dan Allen '90, Ray Bryan '94,  
Tom Caulfield, Andrew Eifler '07, Liz Kigin '10,  
Jody Klein '85, Kathryn Peper '78, Edward Reitler,  
Michael Schwab '90, Rich Wartel '91 and Ceci Zak '87.

## PROGRAM

### Welcome and Remarks

**Catherine Hill**

Teaching Professor of Management and Business and  
Former F. William Harder Chair in Management and Business

**Philip A. Glotzbach**

President, Skidmore College

**Kenneth A. Freirich '90**

President, Health Monitor Network

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### Business Plan Presentations

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**AuxNation** | **Zack Jones '18, Noam Kahn '18, and Dhruv Singh**

GREG RUTCHIK '87, MENTOR

**LipSTAX** | **Jacob Livingston '18**

MATT KAVET '94, MENTOR

**Bridge Education** | **Yutong [Grace] Zhu '18 and Xinyu Guo [Bryant University]**

RAIZA NAZARETH '12, MENTOR

**Get Well Soon** | **Philip Caine '18**

ELIZABETH KIGIN '10, MENTOR

**Kind Cultures** | **Graham Gilmore '18**

TAL CHITAYAT '03, MENTOR

..... *Break* .....

**Buddies** | **Ward Mahoney '20**

GREGG SMITH '92, MENTOR

**Craft Cloud** | **Jamerly De La Cruz '18 and Taina Cotto '20**

LAURIE GIDDINS '82, MENTOR

**Z's** | **Izaak Cohen '20**

RAY BRYAN '94, MENTOR

**Edutrer** | **Naira Abdula '20**

LINDAY TOOHEY, FORMER SKIDMORE BOARD CHAIR, MENTOR

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### Judges' Deliberations

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**Announcement of Winners and Dinner**

For all competitors, families, judges, and mentors



## JUDGE/MENTORS

After determining which teams will advance to the final presentations, the semi-final round judges have become mentors, working with students to refine their business plans and sharpen their presentations.

We are pleased to welcome an additional six members to today's panel of judges and thank all the following for bringing to this year's competition their entrepreneurial spirit, experience, and business knowledge.



### **Kenneth A. Freirich '90**

PRESIDENT,  
HEALTH MONITOR NETWORK

#### **JUDGE/MENTOR**

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A seasoned entrepreneur and executive, Ken Freirich has successfully started, built, operated, and grown a variety of world-class organizations. Since 2006 he has been president of Health Monitor Network, the largest patient education publishing and technology platform in the U.S., reaching more than 200,000 physician offices and tens of millions of patients. Previously Freirich was the founder and CEO of TransLocal Health Corp., a leading multimedia health information provider to the pharmaceutical and healthcare industries. Prior to that venture, he was president of IntelliHealth, initially a joint venture between Aetna U.S. Healthcare and Johns Hopkins, a leading consumer and professional health information, technology, and commerce provider. Freirich also was an executive with Thomson/Medical Economics and founder/publisher of *The Collegian Magazine*. He plays drums in a rock and roll band called MedROCK.



### **Andrew Eifler '07**

VICE PRESIDENT OF PRODUCT  
MANAGEMENT AT APPNEXUS

#### **JUDGE**

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As VP for Product Management at AppNexus, the world's leading independent advertising technology company, Andrew oversees the concept, development, and commercialization of advertising technology products used by global Fortune 100 marketers, ad agencies, and ad tech companies. Prior to joining AppNexus, Eifler led digital media analytics for DraftFCB New York (Now FCB) where he was responsible for the company's analytics, attribution strategy, and media mix modeling. Eifler holds a B.S., magna cum laude, in management and business from Skidmore (with a minor in Studio Art) and earned the Seymour and Sylvia Goldman Memorial Prize awarded to the top student in Management and Business. He authors a blog on product management, behavioral economics, and business strategy at [andrewweifler.com](http://andrewweifler.com) and is a frequent guest speaker at Skidmore College and New York University.



**Molly Dyson-Schwery '04**

DIRECTOR, THE DYSON FOUNDATION AND BUSINESS EXECUTIVE, DYSON-KISSNER-MORAN

**JUDGE**

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Molly Dyson-Schwery is a licensed social worker, life coach, entrepreneur, and real estate investor. She serves as a board member for Dyson Kissner-Moran, a private investment firm, as well as for the Dyson Foundation, a nonprofit philanthropic organization that has supported myriad community organizations and social causes for decades. Through her work with the Dyson Foundation, Dyson-Schwery seeks to improve the quality of life in the region, strengthen resources available to economically disadvantaged individuals and families, and to strengthen the nonprofit sector. Dyson-Schwery graduated from Skidmore summa cum laude with degrees in psychology and Spanish.



**Rich Laxer '83**

(RETIRED) CHAIRMAN AND CEO, GE CAPITAL, SVP GE

**JUDGE**

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Rich Laxer recently retired after a 34-year career at GE. As Chairman and CEO of GE Capital, he oversaw the completion of the GE Capital Disposition Program (\$200B of asset and business sales) and led the development and implementation of Capital's new strategy to support GE industrial equipment sales growth. Prior to his last role, he spent more than 25 years running global financial service businesses for GE in the US, Asia, and Europe. Laxer was a member of GE's corporate executive council and a senior vice president of GE. He has extensive board experience and recently was nominated to join the Leone Board (Swiss based Structured Products Fin Tech). Laxer received his degree at Skidmore in management and business.



**Guy Mastrion**

F. WILLIAM HARDER CHAIR IN MANAGEMENT AND BUSINESS, SKIDMORE COLLEGE

**JUDGE**

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In his first year as Harder Chair in the Department of Management and Business, Mastrion is the founder and chief creative officer of Brandforming, a multidisciplinary creative organization with expertise in design, campaign, and digital works dedicated to the creation and transformation of brands for a connected world. Mastrion was one of the founders of Palio Communications and chief global creative officer in Saratoga Springs, N.Y., with offices and affiliates around the globe. Prior to founding Palio, he held senior creative leadership positions with Saatchi & Saatchi, McCann Erickson, Dancer Fitzgerald & Sample, Bates, and McCaffery McCall Partners.



**Rich Wartel '91**

CEO AND FOUNDER, TWO LABS PHARMA SERVICES

**JUDGE**

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With more than 140 product launches in the pharmaceutical and biotech industries, Two Labs Pharma Services has a national reputation for product launch, life-cycle management, pricing, and payer strategy. Rich serves as CEO of the private-equity backed company which just completed its first acquisition in January of 2018. Prior to starting Two Labs in 2003, he served as vice president of business development for Cardinal Health Pharmaceutical Distribution, focused on brand and generic pharmaceutical launches. Before joining Cardinal, Wartel joined several partners in developing and commercializing the home health care superstore concept with their company American Health Superstore, which they sold in 1997. Wartel graduated from Skidmore with a degree in management and business specializing in accounting. He also holds a masters in accounting from George Mason University.



**Ceci Zak '87**

COO AND PRINCIPAL OF BATTEN & CO  
(AN OMNICOM COMPANY)

**JUDGE**

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Ceci Zak is the COO and principal of Batten & Co, a boutique strategic agency that focuses on helping senior leaders define their strategic ambition for their company and create a purpose-driven blueprint to live into the future. Prior to Batten, Zak was the COO of HealthCare, Omnicom. In 2017, she was recognized by the Healthcare Business Woman's (HBA) association as the STAR, awarded each year to a volunteer who has contributed to the strategic transformation of the HBA. Zak recently launched a nonprofit, OurBrainBank, focused on turning glioblastoma (a deadly form of brain cancer) from terminal to treatable—for patients, powered by patients. She is also on the board of HealthRight International, a global nonprofit that focuses on delivering health rights to marginal populations. Zak is an adjunct professor at Columbia Business School and graduated from Skidmore with a degree in management and business specializing in finance and marketing.



**Raiza Nazareth '12**

INVESTOR RELATIONS MANAGER,  
CONTI ORGANIZATION

**MENTOR**

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Raiza Nazareth is responsible for supporting and developing long-term investor relationships at CONTI, a multi-family real estate investment company focused on acquisition and operation of value-added multifamily properties in Texas. Prior to CONTI, Nazareth was based in New York City as a member of the client services team at Pantheon Ventures, a global private equity firm with more than \$35 billion in assets under management. She graduated summa cum laude from Skidmore with a B.S. in management and business. Nazareth was the recipient of the Seymour and Sylvia Goldman Memorial Prize and the Katherine Scranton Rozendaal Citizenship Award, as well as the Allabough Scholarship and the Roberts Sister Scholarship for Academic Excellence. Having recently moved to Dallas from New York City, she enjoys exploring Dallas and Abilene (where her fiancé is stationed) as well as singing in her free time.



**Gregory Alan Rutchik '87**

ATTORNEY

**MENTOR**

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For 25 years, Gregory Alan Rutchik has focused his law practice on startup and private emerging technology-based companies and their founders' IP licensing, taxation, partnership and shareholder governance and control, fundraising, and business development as the outside general counsel to businesses in multi-family real estate, private equity, data entry and cloud computing, blockchain applications, AI, health care informatics, Japanese sake, golf apparel, and diverse consultancy clients. He got his training at Cooley LLP in Silicon Valley. In addition to his law practice, Rutchik manages a diverse portfolio of family investments and real estate and is an author. His second young-adult illustrated book, *Stella Do It*, is now available on Amazon. Rutchik received his J.D. from Temple University School of Law in 1992 and was a Fulbright Fellow at the University of Tokyo, Graduate School of Law from 1992 to 93. He earned his B.A. in American studies with a minor in business from Skidmore in 1987.



**Gregg Smith '92**

SERIAL ENTREPRENEUR

**MENTOR**

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Gregg Smith is a venture investor, serial entrepreneur, and founder of Evolution Corporate Advisors, which manages a portfolio of 25 private companies focused on digital disruption, including JUUL Labs, Honcker, Coupang, PetCareRx.com, Pax Labs, and more. Since 2011 he has served as the chief innovation officer of Edison Nation, an online "innovation marketplace" of independent inventors focused on consumer and medical products, and has produced four seasons of the Emmy-award winning PBS television show on innovation, *Everyday Edisons*. Previously Smith was an investment banker and head of the Private Equity Group at Cowen and Company, and before that worked at Banc of America Securities and Bear Stearns.



**Linda Toohey**

SKIDMORE TRUSTEE CHAIR EMERITA

**MENTOR**

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Linda Toohey served for more than 30 years as an executive with the Saratoga County Chamber of Commerce, retiring in 2012. Prior to joining the chamber, she was president and publisher of the *Saratogian*, a Gannett-owned newspaper. She is the immediate past chair of the Skidmore College Board of Trustees, a position she held for four years. Toohey served as a member of the board for fifteen years. She currently serves on the boards of the Saratoga Performing Arts Center, the Charles R. Wood Foundation, and the Saratoga Foundation and Wellspring (Domestic Violence Rape Crisis Services).



**Raymond Bryan '94**

FINANCIAL ADVISOR,  
JANNEY MONTGOMERY SCOTT LLC

**MENTOR**

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Ray Bryan works with a select group of clients to build, manage, preserve, and transition their wealth. He has advised families going through significant liquidity events by working with them, helping to set up their investment plans and processes. He also serves on the board of the Senior Center of Saratoga and the Orchard Project, committed to the creation of bold new work by the most innovative artists from the U.S. and around the world. Bryan is an investor in the Tony Award-winning musical *Gentleman's Guide to Love and Murder* and in Keen Ice, the horse who defeated American Pharaoh in the 2015 Travers Stakes at the Saratoga Race Course.



**Tal Chitayat '03**

CO-FOUNDER AND CEO,  
FULL CIRCLE HOME

**MENTOR**

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Tal Chitayat is co-founder and CEO of Full Circle Home ([www.fullcirclehome.com](http://www.fullcirclehome.com)). He comes from a professional background in product development, supply chain management, and manufacturing. In 2009 Chitayat and three partners, upset that environmental responsibility does not play a bigger role in the creative process for the housewares market, started Full Circle Home. They believed that consumers shouldn't be forced to choose between style, function, affordability, and sustainability and that the next generation of products should be made responsibly without sacrificing form or function. Today, Full Circle's cleaning, composting, storage, and hydration products can be found in thousands of retailers around the world.



**Laurie J. Giddins '82**

CHILD MIND INSTITUTE

**MENTOR**

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Laurie Giddins leads the development of partnership programs and public education campaigns for the Child Mind Institute, a leading national nonprofit dedicated to transforming the lives of children struggling with mental health and learning disorders. Prior to joining the Child Mind Institute, Giddins was responsible for managing investments in social enterprises and nonprofits for the Partnership Fund for New York City, a \$150 million fund aimed at creating jobs, spurring new business creation, and extending opportunity to the city's overlooked neighborhoods. Giddins ran an independent consulting firm, providing advisory and interim executive management services to startup and early-stage enterprises and nonprofits. She also held senior-level business development and marketing positions in media with Cablevision, AMC Networks, and Bravo. She is on the Board of Directors of the East Harlem Tutorial Program, where she served two terms as board chair.





### **Matt Kavet '94**

FOUNDER AND PRESIDENT,  
BOSTON AMERICA CORP.

#### **MENTOR**

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Matt Kavet leads Boston America Corp., a 20-year-old company that designs and distributes an innovative line of licensed novelty candies, lip balms, and energy drinks. The company's products can be found throughout the United States and Canada in more than 10,000 retail locations, spanning a variety of channels. Currently, some of Boston America's strongest items are branded with the likes of Nintendo, *Despicable Me*, Shopkins, and *Rick and Morty*. Creative design, sales, logistics, and distribution are all administered out of the company headquarters just north of Boston. Kavet graduated from Skidmore in 1994 with a degree in business. He currently lives with his wife and two young boys in Cambridge, Massachusetts.



### **Elizabeth Kigin '10**

VICE PRESIDENT,  
PERSHING ADVISOR SOLUTIONS

#### **MENTOR**

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Elizabeth Kigin is a business development officer for Pershing Advisor Solutions (a BNY Mellon company), working with sophisticated wealth managers, investment managers, and family offices as they reevaluate their business and reposition for growth. In 2014, Kigin received BNY Mellon's prestigious STAR award for her outstanding client focus and enterprise leadership. She is the Chicago co-chair of BNY Mellon's Women's Initiatives Network and a co-founder and board member of Chicago Financial Women's Alliance (CFWA). Kigin also co-founded BNY Mellon's Adopt a School initiative to promote the implementation of financial literacy curricula in high schools. She earned a bachelor of arts, magna cum laude, from Skidmore with a double major in economics and management and business, spending two years as the student director of the Skidmore Saratoga Entrepreneurial Partnership and captain of the college's equestrian team.

## PAST FREIRICH COMPETITION WINNERS

### **2011**

First: Slingshot (Trevor Mengel '11 and Samuel Brown '12)  
Second: Just Call Me Cupcake (Sarah Belser-Ehrlich '11)  
Third: Collegiate Records (Maddie Sullivan '11)

### **2012**

First: Grumbul (Isaiah Crossman '13 and Matthew Miron '13)  
Second: Wellfleet Sea Salt (Zachary Fagiano '13 and Hope Schwartz-Leeper '13)  
Third: Rephrase Dance Collective (Hattie Young '12)

### **2013**

First: Summer Destinations (Samuel Schultz '13)  
Second: Rum Dogs, Inc. Alexander Nassief '16 and Brianna Barros '16)  
Third: East Coast Lacrosse (Seth Berger '14)

### **2014**

First: Leaf Pile Media (Walter Barber '13, Ian VanNest '13, and Andrew Zimmerman '13)  
Second: Rum Dogs, Inc. (Alexander Nassief '16 and Zach Rohde '14)  
Third: East Coast Lacrosse (Seth Berger '14)

### **2015**

#### *For-Profit and Artistic*

First: Double Dee's (Stella Langat '16)  
Second: Allstolen Apparel (Elizabeth Worgan '16, David Florence '16, Catherine Headrick '17, and Samuel Barback '17)  
Third: Medibloom (Adam Beek '15, Joshua Chacko '16, and Natalie Williams '15)  
Fourth: Rum Dogs (Alexander Nassief '16 and Zach Rohde '14)

#### *Social Entrepreneurship*

First: Syans Pou Anise Fondasyon (SPAF) (Kengthsagn Louis '17)  
Second: Klicka (Tshediso Matake '15, Derek Nunner '15, Henry Fabre '16, Felicia Mazibuko '17, and Kwanele Tsabedze '16)  
Third: Seeds for Peace (Ana Lordkipanidze '15, Mustafa Chaudry '14, Nghia Luu '14, and Nino Tsintsadze '14)  
Fourth: Fund Knowledge (Shivam Goyal '17 and James Rimmer '15)

### **2016**

First: Rum Dogs (Alexander Nassief '16)  
Second: Adirondack Flannel (Jamie Benjamin '17 and Leif Catania '17)  
Third: AuxNation (Noam Kahn '18, Dhruv Singh '18 and Zack Jones '18)  
Fourth: MyCity Brew (Jonah Epstein '16)  
Special Prize for Social Entrepreneurship: Green Concepts (Claire Lindsay '16)

### **2017**

First: Fries First (Weston Stewart-Tennes '17)  
Second: Halo Venus (Yuelin He '19)  
Third: Music Match (Ian Carter '19 and Nicholas Henning '19)  
Fourth: The Global Exchange Project (Hadley Haselmann '17)



# SKIDMORE

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C O L L E G E

815 North Broadway  
Saratoga Springs, NY 12866

**Creative Thought Matters**