

Start it up.



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Back to School Means Back to Busine\$\$ For D.C. Region Youth Entrepreneurs

20 High School CEOs Competing for Seed Capital at NFTE Elevator Pitch Competition

WASHINGTON, DC – October 10, 2011 Students from several local high schools will take the stage Tuesday, October 11th for the inaugural “Back to School Back to Busine\$\$” elevator pitch competition presented by the Network for Teaching Entrepreneurship (NFTE). The event will be hosted by Capital One Bank at their Tysons Corner headquarters, located at 1680 Capital One Drive, McLean, VA.

Participating students are enrolled in NFTE classes at public and charter schools in Washington, DC, Maryland and Virginia. Using the award-winning NFTE curriculum, students create and run their own business over the course of the school year. The elevator pitch competition is the first of several opportunities to compete for seed capital and other awards. Each student will have 60 seconds to “pitch” the judges and explain how they plan to turn their idea into profits.

The panel of judges includes more than 20 local business leaders, many of whom already volunteer in NFTE classrooms as part of the organization’s Adopt-a-Class sponsorship program. “NFTE’s adopters are on the front lines in our classrooms on a weekly basis, coaching and mentoring our future business leaders,” says John Hasenberg of Morgan Stanley Smith Barney, Chair of NFTE’s Board of Advisors. “They bring real life perspective to our kids at a time when school needs to be relevant to their economic future,” says Hasenberg.

The event begins with a reception at 5:00 p.m., followed by the student elevator pitch competition at 6:00. Once the competition concludes, guests will enjoy insights from NFTE’s Entrepreneurial Leadership Panel, composed of **Wanda Alexander**, President & CEO, Horizon Consulting Inc.; **Allen Gannett**, Founder, Splash Networks; **Michelle Lee**, Founder, STG International, Inc.; and **Rajiv Shenoy**, Founder & CEO, Orca TV. Winners will be announced at approximately 7:15 p.m. Additional details are available online here: <http://www.nfte.com/what/programs/dc-region/events/back-to-school>.

Judges Panel:

1. Wanda Alexander, Horizon Consulting
2. Eric Ayers, MorganFranklin
3. Derek Coburn, Washington Financial Group
4. Terri Copeland, PNC Bank
5. John Domenick, Ernst & Young
6. Allen Gannett, Splash Networks
7. Chante Goodwin, Your Way IT Solutions, LLC
8. LaKeshia Grant, Virtual Enterprise Architects
9. Chris Hertz, New Signature
10. Davon Kelly, NOVAD Management Consulting LLC
11. Curvin Leatham, PNC Bank
12. Michelle Lee, STG International, Inc.
13. Marissa Levin, Information Experts
14. Phil McNeill, Farragut Capital Partners
15. Mark Michael, Occasions Caterers
16. Celie Niehaus, E*TRADE

17. Adam Ostrach, Capital One Bank
18. Rene Salas, Ernst & Young
19. Rajiv Shenoy, Orca TV
20. Yanik Silver, Maverick Business Adventures
21. Ben Teicher, Ratner Companies
22. Rick Toren, CodeRyte
23. David Wellisch, Latinum Network
24. Tammy Mank Wincup, EverFi

About the Network for Teaching Entrepreneurship

Too many young people today drop out of school and struggle to break the cycle of poverty. Since 1987, the Network for Teaching Entrepreneurship (NFTE) has been inspiring young people to pursue educational opportunities, start their own businesses, and succeed in life. By providing entrepreneurship education programs relevant to the real world, NFTE empowers students to own their educations in and out of the classroom and to find their own path to success. Hundreds of thousands of students have discovered opportunity all around them through entrepreneurship via thousands of certified educators worldwide. NFTE supports active programs in 21 states and 10 other countries through our network of program offices and licensed partners. Over 24,600 DC youth have participated in NFTE through their schools. Entrepreneurs are a powerful driver of economic growth and NFTE sows the seeds of innovation in students worldwide. For more information, visit www.nfte.com.

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