



**Final Ureka Challenge 2021 Presentation Program**  
**March 26, 2021 *Live Streaming* starting at 10am**  
**[www.clarkstudentventures.com](http://www.clarkstudentventures.com)**

10am-10:15am – Welcome and opening remarks - *Remote*

Teresa Quinn, E&I Program Manager; Samantha Goodman & Michael Goodman, Swing Issues Media; Alan Eisner, School of Management Dean; and MCs

**Ureka Challenge 2021 Participant Presentations**

10:15am-10:30am	<u>Remote</u> - Da'Vyana Williams, <b><i>Economically Girly</i></b>
10:30am-10:45am	<u>Remote</u> - Martina Villanueva, <b><i>Magpies Collect</i></b>
10:45am-11:00am	Maseeng Masitha & Maria Masood, <b><i>Solace Handicrafts</i></b>
11:00am-11:15am	Julia Dantzler, <b><i>No Worries Skincare</i></b>
11:15am-11:30am	Lucy Barrett, <b><i>Worcester Free Fridge</i></b>
11:30am-11:45am	Gari De Ramos, <b><i>Radical in Progress</i></b>
11:45am-12:00pm	Jens Peterson, <b><i>What We Leave</i></b>
12:00pm- 12:15pm	Victoria Pastor, <b><i>Self-Care with Vi</i></b>
12:15pm-1:00pm	<i>lunch</i>
1:00pm-1:15pm	Madeline Steigman, <b><i>Dough is Me</i></b>
1:15pm-1:30pm	Charisma Nguyen-Lai, <b><i>Charied Away</i></b>
1:30pm-1:45pm	Melanie Adams, <b><i>Empower Yoga Project</i></b>
1:45pm-2:00pm	Justin Zay, <b><i>Go Ramen</i></b>
2:00pm-2:15pm	Ethan Lutz, <b><i>Penny Wise PPE Protection</i></b>
2:15pm-2:30pm	Tsanta Rakotoarisoa & Wuzhenjun Xue, <b><i>Tsara &amp; Soa</i></b>
2:30pm-2:45pm	Jacqueline Ricketts-Hagan, <b><i>Generation ZE</i></b>
2:45pm-3:00pm	<i>break</i>
3:00pm-4:30pm	Judge deliberation
4:00pm-5:00pm	Committee deliberation and award announcement prep
5:00pm-6:00pm	<b><i>Awards</i></b>
5:00pm-5:35pm	Judge comments
5:35pm-6pm	Award announcements – presented by Samantha Goodman and MCs
	Ureka rename \$500
	Crowdfunding awards – 1 <sup>st</sup> \$1,500, 2 <sup>nd</sup> \$1000, 3 <sup>rd</sup> \$500
	Committee favorites - \$500 x 2 = \$1000
	Judging awards – Remaining funding \$16000



## Generous Funding Donors

**Samantha Goodman '11 and Michael Goodman**

**Ureka Challenge 2021 Judging Panel click for bio**

Debra Harrsch '80

Adi Tibrewal MBA '05

Vicky Marino '08

Trevor Tarnowski '20, MBA 21

Ulysses Youngblood Adjunct Faculty

Keith Miller '88

Nathalya Castro Argueta '18, MBA '19

## Guest Speakers ENT260 Student Run Ventures

**Marketing** - Debra Ann Harrsch, alumni, President and CEO of Bandwidth Solutions

**Video Production** - Mark Aiello, Mark Aiello Films

**Pitch and Innovation** - Lawrence Norman, '94, MBA '95

**Social innovation and active citizenship** - Samantha Goodman, '11, Swing Issues Media Director, and Michael Goodman, Ureka Funding Donor

**Website design** - Joelle Berbano, Wix.com, Academic Partnership Manager NYC

**Small business accounting and QuickBooks** - Nancy Burgess, Burgess Consulting

**Tax information** – Robin Overweg, accounting professor University of Alaska

**Legal and insurance** - Steven Kennedy, Sr Staff Attorney for Hartford, Adjunct Professor at Clark

## Ureka Challenge 2021 Committee

Teresa Quinn, Entrepreneurship and Innovation Program Manager

Dr. John Dobson, Professor of Practice

Jennifer Plante, Associate Dean of Academic Services

Julie Bolduc, Director of Career Operations and On-Campus Student Employment

Laurie Cormier, University Advancement

Crysta Spitzfaden, '19 alumni

Jillian Skulsky, '21, student

### School of Management

**Alan Eisner**, Dean School of Management

**Andrea Aiello**, Associate School of Management