

Challenge names finalists — vote in People's Pick

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Special to The Miami Herald



It's your turn to vote for your favorite business plan.

In honor of the Business Plan Challenge's 13th year, we've included the top 13 finishers in the Community and FIU Tracks in our People's Pick contest. The finalists presented their elevator pitches in Miami Herald and FIU studios on the same day in mid-April.

To vote, here's what to do:

Click on the voting button [link](#) on www.MiamiHerald.com/Challenge. Once on the voting [page](#), view the short videos of the finalists' elevator pitches. To view the selections in the FIU track, click on the FIU Track tab.

Then scroll down to vote for one video in each track (there are seven in the community track and six in the FIU track). Your vote won't register unless you have voted in both tracks.

Only one vote per user will be counted in each track.

Lastly, get out the vote! Give your favorite entrepreneur or team more support by asking your social networks to vote. Last year, we had votes from here to Dubai.

Voting closes at 11:59 p.m. May 9. The business plans with the most votes in each track will be awarded the People's Pick.

What separated this bunch of finalists from the pack?

The plans themselves were stronger than the rest, hitting more key areas such as marketing strategy, financials, management team and market opportunity.

Of the plans that did not win, the judges in some cases liked the ideas, but the submitted plans were simply not well-developed — they were business descriptions rather than plans. Lacking in many of this year's entries were strong financial sections.

Fortunately, South Florida is rich in resources for entrepreneurs. There's SCORE, the Florida Small Business Development Centers, the Launch Pad at UM and FIU's Pino Global Entrepreneurship Center, which sponsors the Challenge, to name just a few, plus many networking groups such as the Startup Forum, New Tech, Tech Tuesday and others.

For all our contestants, we hope entering the Business Plan Challenge inspired you to continue

developing your plans and we wish you much success. If you would like feedback on your plan, email ndahlberg@MiamiHerald.com after May 16.

In the People's Pick competition, the finalists in alphabetical order are:

Community Track

- BloqUV, submitted by Corina Biton, provides a sportswear line combining style, functionality and sun protection. The soft, chemical-free fabrics block 98 percent of UV radiation.
- Call Loop, submitted by Chris Brisson, offers a Web-based self-serving mobile platform that makes it easy for businesses and organizations to send targeted voice and text message campaigns to customers who opt in.
- DonorCommunity, submitted by David Blyer, is a for-profit cloud computing software company that helps public charities expand their base of donors, increase their fundraising efficiency, generate awareness and reduce costs.
- Law Software Pro, submitted by John Alicea and Robert Vasquez, aims to provide the legal industry with a "green," comprehensive and affordable solution to running day-to-day operations via smartphones and computers.
- My Forever Print, submitted by artist Jackie Kaufman, specializes in computer-generated jewelry casting that incorporates people's fingerprints, including babies' hand and foot prints, offering one-of-a-kind jewelry pieces.
- PopsyCakes, submitted by Craig Edelman and Jessica Cervantes, is a gourmet cupcake on an edible pretzel stick that comes in several flavors. Created by Cervantes, who won a national business plan competition in high school, the product was developed and launched nationally in 2009.
- Words to Live By, submitted by Alex Suarez-Mondschein, offers archival quality, custom-made books filled with words of wisdom from friends and family for special occasions.

FIU Track

- Energy Sheriffs, submitted by Salvatore Cavalieri, provides affordable and guaranteed electric savings, within three months of service, or your money back, by providing inspections and installing energy-saving systems.
- Miami Bebe, submitted by Sofia Inguanzo-Perez, offers Latin-themed organic baby food — inspired by fruit and vegetable purees and potages that many parents grew up with — that would be delivered to customers along with other baby essentials.
- Neomotiv, submitted by Carlos J. Arguello. This company's flagship product is uberBAR, a nutrient-rich ice cream-like product, providing the body with 25 essential vitamins and minerals as well as satisfying an ice cream craving.
- PassTheNotes.com, submitted by Frankie Coletto, helps institutions harness the power of education by leveraging technology and providing a platform to connect students with educational content for learning.
- Raw Apps, submitted by Antonio, Francisco and Noah Otalvaro, seeks to provide market

intelligence, conduct surveys, offer location-based ads and generate opt-in opportunities to channel partners based on a double opt-in mobile subscriber base of 5-7 million.

- Urban Forager, submitted by Daniel Lessem, aims to be a regional “micro-distributor” of locally produced food based in South Florida. It will be a consolidated source for restaurants to get products from nonconventional micro-growers across Florida.