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FIU’s COLLEGE OF BUSINESS ADMINISTRATION ANNOUNCES
BUSINESS COMPETITION WINNERS

Net-Biz Challenge 2002: International Business Plan and Johnson & Johnson
Case Competition Winners Received Awards at Recent Ceremony

MIAMI, Fla. – (April 2, 2002) – In its ongoing mission to instill entrepreneurship among its students, Florida International University’s College of Business Administration (CBA) recently recognized the winners of its Net-Biz Challenge 2002 Business Plan Competition, which integrates the College’s sponsorship of a business plan competition, its emphasis on entrepreneurship, its focus on (e)-business/technology and its expertise in international business. The competition, launched last September, was open to all full and part-time students currently enrolled in an accredited four-year college or university in the state of Florida, in Spain, in the Caribbean region, and in Latin America.

Each team created a business plan for an original seed, start-up, or early-stage venture that incorporates information technology, telecommunications, or the Internet (B to B, B to C) in its operations. Submitted business plans were judged by a panel of consultants, venture capitalists and business executives including Peter Koltis, partner, Andersen; Ed Arista, concepcion, Rojas & Santos, PA; Harold Gubnitsky, CEO, GF Investments and Consulting; Albert Llodra, Concurrent Technologies; Julie Neitzel, director, Trivest, Inc.; Jeff Sandler, formerly with HIG Capital, a venture capital firm; Jeff White, senior vice president, Silicon Valley Bank; Gabriela Sabate, CEO, Tiaxa; Alex Tellez, president & CEO, CELLIT Technologies and Dan Aronson, shareholder, Greenberg Traurig.

Based on their assessment of the written plans, judges selected five finalist
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teams to participate in an Oral Presentation Competition, which was held March 1. The five teams participating in this competition included the three finalist teams listed below, as well as teams from the Universidad de la Sabana, Ecuador, and the Universidad de los Andes, Colombia.

The winners from the Challenge included:

- Grand Prize Winner and recipient of $10,000 – AccentFree, from the University of Central Florida. The concept of AccentFree.com is to become the leading provider of high-quality and cost-effective accent reduction services for foreign students learning English. Team members include: Ashish Dhar and Ankit Shah.

- First Runner-Up and recipient of $5,000 – E-Ballot Solutions, from Barry University. This team’s plan consisted of establishing a new firm for the purpose of developing, licensing and supporting on-line voting software. Team members include: Fanny Gandelman, Pascal Robert, Linda Sierra & Antonio Valcarcel.

- Second Runner-Up and recipient of $2,500 – Interdonor, from FIU. This business plan presented a new advertising medium, which allows advertisers to accurately target and reach consumers willing to see ads and measure impressions. Team members include Alejandro Rotholc and Andres Schuschny.

Also recognized at the awards ceremony by Executive Dean of the College of Business Administration Joyce J. Elam, was the winner of the Johnson & Johnson National Case Competition. Participating CBA student teams reviewed an actual business case for a new Johnson & Johnson body wash product, addressed its challenges, provided detailed marketing and financial solutions, and presented their cases to a panel of Johnson & Johnson judges earlier this month.

The winning team, sponsored by the FIU Accounting Association and Phi Mu Alpha (comprised of Manish Gurbani, July Llanes, Vanessa Padilla, Samir Qureshi and Zameer Upadhya), was awarded a $2,000 donation for the CBA’s general scholarship fund. The team will (more)
travel to Johnson & Johnson’s corporate headquarters in New Brunswick, NJ, to compete in the national case competition on April 18. The winner of this national competition will be awarded a $2,500 donation for its College’s general scholarship fund.

Florida International University’s College of Business Administration (CBA), South Florida’s business education leader with unique expertise in international business and information technology (IT), is the second largest of FIU’s professional schools, enrolling approximately 3,800 undergraduate and more than 900 graduate students each year. It also is South Florida’s top-rated business research school and one of only 411 business schools in the world accredited by the AACSB International—The Association to Advance Collegiate Schools of Business. The College’s Alvah H. Chapman, Jr., Graduate School of Business offers the 8th-largest part-time MBA program among this group, and its IT faculty has been ranked among the top 20 (11th) in the U.S. in terms of research productivity. Its Executive MBA and full-time International MBA programs were ranked at or near the top in recent Executive MBA Council and AACSB International benchmarking studies respectively. U.S. News and World Report (October 15, 2001) ranked its Global Executive MBA program among the top 25 best online MBA programs. The September 13, 2001, issue of America Economía, a premier Pan-regional business journal published by Dow Jones, listed the CBA among the top 50 business schools from around the world for Latin American business students. Hispanic Business (March 2002) ranked the CBA among the top five business schools for Hispanics. It also is one of only 28 business schools to have received a Department of Education grant to establish and support an international business center.

For additional information about the CBA and the Chapman School, please call Assistant Dean Sally Gallion, (305) 348-6631.

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