

Vote for your favorite People's Pick plans

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Now it's your turn to help choose two Miami Herald Business Plan Challenge winners.

The top six contestants in both the Community and FIU Tracks were asked to perform their elevator pitches in front of the bright lights of the Miami Herald and FIU studios.

These semifinalists are now part of The Miami Herald Business Plan Challenge's People's Pick competition, now in its third year.

Here's where you come in. Go to MiamiHerald.com/challenge. Call up the link and scroll down to view all 12 videos and vote for one Community Track winner and one FIU Track winner. Then persuade your 1,000 closest friends to vote too. Only one vote per user will be counted in each track.

The voting will be open until 11:59 p.m. Monday, May 3.

The People's Pick winner in each track will be featured along with the other winners in the May 17 Business Monday section.

These semifinalists are also still in the running for the first-, second- and third-place judges' awards and one contestant will be chosen the overall Challenge Winner. Judges may consider the videos in selecting the Challenge Winner.

In alphabetical order, the semifinalists are:

COMMUNITY TRACK

- **Advanced Natural Construction Solutions**, submitted by Gary Jacowitz and Sandy Segall. The company researched the requirements for housing in remote areas of the world and then designed and built machines that can build compressed earthen bricks and blocks for building homes at affordable costs.
- **High School Sports Webcam**, submitted by Toni and Rick Couvell. The company is building a network for streaming live high school sports action via webcast to friends and family, college recruiters, coaches, etc. A pilot test is underway.
- **[Kitchen Porter Tech](#)**, submitted by Robert Vasquez. This is a Web-based application that connects restaurateurs, franchisors, franchisees, management, staff, vendors and customers through a centralized location that's always open. This lets the restaurateur control the back office of restaurant operations from any place and at any time.
- **Mindful Games**, submitted by Gloria Roa Bodin, Eric Bodin and Miles Strebeck. The team

developed a board game that allows immigrants studying for their U.S. citizenship to practice for the test, as well as a chance for others from all walks of life to test their knowledge. The game is currently in the testing phase.

- **Saveso.com**, submitted by Rita Borbon and Susan Linning. This online coupon site allows consumers to text coupons and special offers directly to their cellphones, making clipping and remembering coupons obsolete. It specializes in the local market.
- **Uassist.ME**, submitted by Ernesto Arguello. To help reduce expenses for companies, Uassist.ME aims to provide fully bilingual English/Spanish executive and personal assistants working remotely from El Salvador. The assistants are handpicked from a reliable and trustworthy group of candidates geared to meet a client's needs.

FIU TRACK

- **Coaches in your Corner**, submitted by Monique R. Catoggio. Catoggio and her mother, Ellie Kane, both certified professional coaches, aim to offer affordable, accessible and flexible self-improvement coaching, including e-coaching. Clients also will have access to a resource library and online community.
- **Ecode**, submitted by Jean Paul Ciaramella and Daniel Naim. Ecode is a green building resource site that provides efficient tools for both contractors and the general public. This includes a green building guide and a green contractor directory.
- **Health Solutions Abroad**, submitted by Darius Ferdows. A medical tourism brokerage firm, HSA will act as a facilitator between patients and hospitals offering cheaper options for medical procedures, particularly elective surgeries. HSA will begin by serving U.S. patients seeking world-class medical procedures in Latin America.
- **Multilingual Home Health**, submitted by Sarah Zadvinskis. With her husband, a registered nurse, Zadvinskis aims to provide safe, affordable home healthcare to the elderly in Miami-Dade County through a holistic nursing approach, with an emphasis on preventative care in the comfort of their homes.
- **TruCycle**, submitted by Irina Matyukhina, Erwin Tejos Jr., Fabianne Pompee and Keyla Castillo. TruCycle is an organic waste collection, composting and consulting firm. Its central facility will include an education center.
- **The Music Stock Market Project**, submitted by Sherif Balogun and Adam Blaire. This is a simulation game designed to educate individuals about stock market investing principles while providing entertainment. Those who register get a virtual trading portfolio and earn points and invest in ``celebrity stocks, while monitoring music news.